

Vol. 6. No. 11 TAMPA, FLA., NOVEMBER, 1925 15 Cts. A Copy

UNIFORMLY



THE BEST

Choosing Your Marketing Agency

We appreciate the uncertainty and perplexity of the grower who reads the conflicting advertising of citrus marketing agencies. He wants to obtain the best possible returns from his expenditure of money, thought, and energy. He wants to reap the highest possible reward. But what is he to do when various individuals and firms each claim superiority?

We believe we can answer this question satisfactorily.

Let him inquire of reliable sources just what returns have been received by the greatest number of growers in any section over a period of years.

It is our belief, founded upon facts which can be accurately checked, that in this vital test growers who have marketed their fruit under the BLUE GOOSE trade-mark of the American Fruit Growers Inc. have consistently secured higher net results than have been received by those who have marketed their crops through other channels.

Our representative will be glad to have the opportunity of presenting these facts to you.

American Fruit Growers Inc.

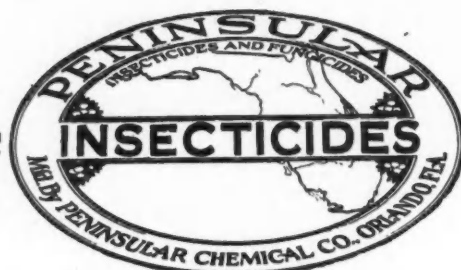
Orlando, Florida

DEPENDABLE



QUALITY

In This Issue L. B. Skinner Tells of Pinellas County's Citrus Development



A Question That Answers Itself

Some of the most successful citrus growers in Florida, after trying many varieties of insecticides, now use EMULSO. Would they continue, season after season, using EMULSO if there were something more effective or more economical?

EMULSO

THE BETTER SPRAY

Kills White Flies and Scale Insects

UNIFORM—SAFE—CONVENIENT—ECONOMICAL

Among the growers who use EMULSO exclusively, except for testing other sprays, may be listed: Adams Groves, Lake Alfred; Citrus Groves Development Co., Babson Park; Flowerree Groves, Fort Myers; F. L. Cody, Babson Park; The Fruitlands Co., Lake Alfred; H. E. Fowler, Winter Garden; all groves of Gentile Brothers Co.; Highland Park Development, Lake Wales; Grove Development Co., Sebring; Lakeland Highlands Cooperative Assn., Lakeland; all groves of W. E. Lee; F. M. Leonard & Co., (all of their groves); Mountain Lake Corporation, Lake Wales; Mammoth Groves, Lake Wales; Pittsburg-Alturas Co., Alturas; Pittsburg-Florida Fruit Growers Assn., Avon Park; Scenic Highlands Development Co., Avon Park; all groves of Standard Growers Exchange; Temple Terraces, Tampa, etc. etc.

A barrel of EMULSO makes from 2500 to 3300 gallons of spray. And some of these growers have used over 500 barrels—most have used over 100 barrels—continuing with its use from the first trial.

For any assistance in your pest control problems, communicate with
"THE COMPANY THAT SELLS RESULTS"



There is every assurance that the Citrus Industry of this state is on a firm substantial footing. The grower received fair prices for his product last winter and may expect to do so in the years to come

The forward looking planter will therefore lay his plans to round out his acreage and right now reserve the choicest trees to insure his getting exactly what he wants.

"Glen Trees Grow"

Glen Saint Mary Nurseries Company

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Tampa,
8th Floor
Citrus Exchange Bldg.

Winter Haven,
First State
Bank Bldg.

Orlando,
Orlando Bank & Trust
Co. Bldg.

Over forty-two years of Satisfied Customers has made this the largest

Citrus Nursery in Florida.

Citrus Growers:

Now is the time to plan for your 1926 crop. An application of well balanced fertilizer with fall is essential if you are to have vigorous, prolific trees. For application to bearing groves, we recommend a selection from the following brands:

IDEAL FRUITER NO. 8

(Ammonia 3 per ct. Av. Phos.
Acid 8 per ct. Potash 8 per ct.)

IDEAL FRUITER NO. 10

(Ammonia 3 per ct. Av. Phos
Acid 8 per ct. Potash 10 per ct.)

W.&T.'S SEMINOLE FRUIT MANURE

(Ammonia 3 per ct. Av. Phos. Acid
8 per ct. Potash 5 per ct.)

W.&T.'S CITRUS FRUIT AND VINE

(Ammonia 2 per ct. Av Phos.
Acid 8 per ct. Potash 10 per ct.)

ALKIDEAL FRUIT SPECIAL

(Ammonia 3 per ct. Total Phos. Acid
10 per ct. Potash 10 per ct.)

The bases for these and other brands for fall application were made up during the summer months, and we are now prepared to make prompt shipment of goods in beautiful mechanical condition. Due to probable transportation delays, we would advise that orders be placed now for prompt shipment.

Our Service Organization under the direct supervision of our Horticulturist, Prof. B. F. Floyd, is ever ready to help with your grove problems. Tell us about them.

A copy of our new fall citrus booklet by Prof. Floyd will be mailed on request. It contains information of much value to the citrus grower.


We are prepared to supply your requirements for the best line of Insecticides, Spraying Machinery, and Farming Implements, through our subsidiary organization, Florida Agricultural Supply Company of Jacksonville. Write for descriptive catalogue.

"Let us help you make your grove an Ideal Grove"

Wilson & Toomer Fertilizer Co.

Manufacturers of Ideal Fertilizers

Jacksonville, Florida




The Citrus Industry

THE ONLY PUBLICATION IN THE WORLD
DEVOTED EXCLUSIVELY TO CITRUS FRUITS

Issued Monthly

Representative of every interest—
Representing no special interest



Vol. 6

TAMPA, FLORIDA, NOVEMBER, 1925

No. 11

Forty Years of Citrus Development in Pinellas County

By L. B. Skinner, A Citrus Pioneer

Over forty-two years ago A. L. Duncan made a tour of Florida, looking for the most desirable location for the citrus industry, and for a home. First in importance he placed health, and second in importance he placed the growing of oranges for profit, considering both quality, frost protection and economy in production. He was in the northern part of the state, but on account of the frost endangering the same, came on south and visited Dunedin as one of the first real orange growing sections. The fact that Dunedin and Pinellas County were protected from any freeze coming from the northwest and the Gulf of Mexico, and the fact that Pinellas County was the only section in the state so protected, impressed itself upon him, as it did upon me a little later. He found in this section probably the oldest Avocado bearing trees in the state, certainly one of the finest of the West Indies type of Avocado and one of the best bearers, and located on what was at that time the Anderson place. He also found Mango trees, some bearing as high as thirty barrels of fruit per year, with a spread of over forty feet. He also found tamarind trees and many other tropical growths which he did not find in any other section of the state. He also found that the drinking water of Dunedin was superior to any that he found elsewhere.

From Dunedin he visited other sections of the state—Orange County,



L. B. Skinner

what is now Polk County, Lake County, Marion County. After going thru all of this territory he returned to Dunedin via Gainesville and Cedar Keys, as there was no other way to get to Pinellas, then a part of Hillsborough County. At Gainesville, the writer, who had hoped to see Mr. Duncan somewhere in the state, providentially (as he would always believe) met Mr. Duncan and joined him in his return to Dunedin, accepting his decision as to its great desirability as a place to live and to

grow oranges. The writer has never seen the time since when he wanted to change his mind and live elsewhere.

At this time there were very few budded orange trees in the peninsula. There were many growers who felt that the seedlings were the only variety to plant, and the fruit from these was certainly fine. Mr. Duncan thought that the trees looked better than anywhere else that he visited in the state, and he knew the drinking water was superior to any he tasted elsewhere.

The story of these early days of Pinellas County clusters around the names of many, many pioneers, very few of whom remain with us at this writing. The choice locations on the peninsula have been homesteaded by men with such familiar names as McMillen, Taylor, Rousseau, Booth, Turner, Whittle, Somerville, McClung, Moore, Whitehurst, Brown, Nigels, Garrison, Douglass, Johnson, Tenney, Youngblood, Cox and others. The McMillen clan was represented by those old patriarchs familiarly known in those days as Uncle Tom McMillen, Captain Jim McMillen and Uncle Dan McMillen. Each of these had boys that they named after each other, resulting in the familiar names of Jim Tom, Jim Dan and Jimmy Jim. Jimmy Jim once said to me "He supposed he would have to call his boy 'Jimmy Jim's Jim'". The Whitehursts were Walton, George, Robert and one or two other brothers whose

names escape my memory just at this moment. The Booths were led by the father—as fine a looking old gentleman as I ever saw, and one of whom I was very fond of and who was very kind to me, a tenderfoot in those early days. They had five or six sons Keider, Richard, George, DeJoinville and Will. Then there were the Turners, McLungs, Johnsons, Russes, and others. All of these had sought out the choice spots in the land on the peninsula and homesteaded them. They knew the land and how to grow fruit, as well as how to make a living off of the land for themselves. Their groves looked finely — dark green, no diseases whatever, no enemies, and they pulled the fruit from the trees and shipped them, frequently in bulk at one cent an orange.

The trees bore full crops and the growers were perfectly satisfied with the seedlings, (so they said), but I

ly damaged in the freeze of 1886, but they were not killed below the bud. However, they were on sour orange root and not well adapted to the soil in which they were planted.

At this time the rough lemon root was beginning to attract attention. Mr. James Somerville had a bud on a rough lemon root in Curlew grove about three miles from Dunedin. This bore such heavy and regular crops that Mr. Somerville was an enthusiastic advocate of the lemon root. In those days we had meetings of the farmers and growers, at least once a month, and discussed the merits of buds and seedlings. I suppose I asked those old settlers a million questions, and I was always met with the most courteous replies and the kindest treatment possible. This was especially so with Captain Jim McMillen, who first showed me how to drink "out of an old oaken bucket that hung

of grapefruit unequalled by any other strain in the state. One of these trees stands on the John R. Davy grove, originally the Tom McMillen grove, with a spread of over sixty feet, and the most wonderful grapefruit tree it has ever been my privilege to see.

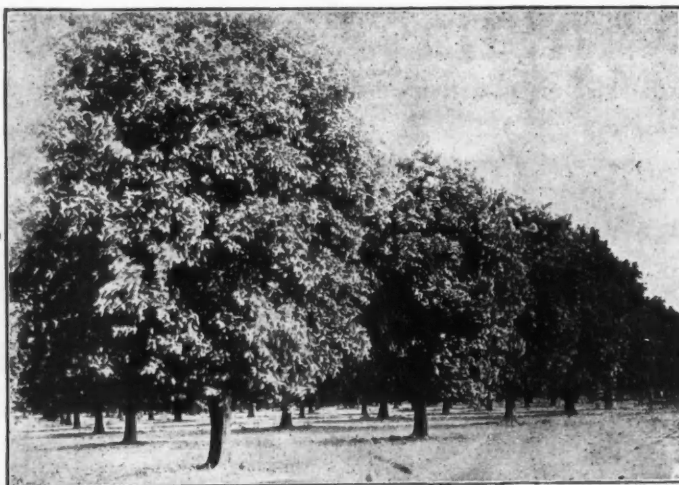
Another one of these old trees was situated on a nearby grove, known as the Snedecor grove at Green Springs. A. L. Duncan took fruit from this tree and exhibited it at the state fair and at the State Horticultural meeting, and took the prize for the finest grapefruit. This grapefruit was named by the State Horticultural Society "The Duncan" and it remains to this day as one of the finest grapefruit grown.

Pinellas County continues to enjoy the distinction of producing the finest flavored and best eating grapefruit in the world, mostly flat in shape, heavy and juicy. At one time F. G. Samson planted the largest lemon grove in the state at Seven Oaks. He and R. D. Hoyt were pioneers in the lemon business. Afterwards they, like myself, abandoned the lemon for the grapefruit as the demand for grapefruit had sprung up, and the profit exceeded that of the lemons, and we decided that California's strong point was in growing sour fruit, so we turned the lemon business over to them, and devoted our attention to sweet juicy grapefruit, re-budding our lemon groves. There are several choice brands of grapefruit marketed in Pinellas County, of which the Black Diamond is perhaps at the head, grown in Senator John S. Taylor's grove at Largo, but very close to it and I believe fully equal to it is the famous Dunedin brand.

Early in the settlement of Pinellas County, St. Petersburg devoted its attention to "The Tourists", and it never became a growing orange district, although Springstead was prominent and successful in the fruit business. He taught me one of the best rules of orange culture I have ever known, namely; never to plow a bearing grove in dry weather; harrow it lightly, but never plow it—a rule every grower would do well to remember.

The seedling trees of Pinellas County famous in the early eighties are today things of the past. The budded trees are the rule and of all the budded trees the pineapple now takes the lead. In the grapefruit development Pinellas now possesses the lead and perhaps has the first large Pink Marsh Seedling grapefruit grove.

While the development of the
Continued on page 34



found a good many budded trees in their supposedly seedling groves, mostly buds on grapefruit roots. I suppose this was because this was before the days when grapefruit was marketed. On Walton Whitehurst's grove there still stands and still bearing heavy crops, an orange tree, budded on a grapefruit root. It is over ninety years old, and it has a trunk that I cannot reach around with both arms, my hands lacking eighteen inches of meeting. However, Mr. Duncan in his trip over the state (and the book "Moore's Orange Culture" advocated it also) found that the budded tree was the coming tree, so Mr. Duncan and myself planted the first budded grove on the peninsula, and planted such varieties as the Homosassa, Magnum, Bonus and Nonpareil, these being choice Florida seedlings that had attracted statewide attention. These trees were bad-

in his well".

The budded trees finally prevailed and the lemon root finally became the favored root, but I never felt that it produced as fine a flavored orange as the seedling from the sour orange root. W. Y. Douglass planted one of the largest groves on lemon root, which he afterwards sold to Governor Kraunz of Nebraska.

New varieties began to creep in. There was a big difference of opinion as to whether we could grow lemons or not, and in those early days while every grove had grapefruit, no one thought of shipping them, as there was no demand for them. I believe the first large grapefruit grove was planted by Gov. Safford at Tarpon Springs. The Governor had faith that some day there would develop a demand for this wonderful fruit, and no wonder he felt that way because in Pinellas County there was a strain

Rail Survey as Fruit Crop Starts Moving

The vegetable and citrus industries of Florida have demanded a great increase in railroad facilities and allied interests, it is pointed out in a review or survey prepared by M. L. Cullum, traffic Manager for Chase & Company.

"We have noted the advance in transportation facilities," Mr. Cullum said, "giving Florida today nearly two and a half percent of the total rail systems of the United States with less than two percent of the land area. The rail expansion during the past year has been especially marked. Hundreds of miles of new track have been laid, and the building program calls for an expenditure of millions of dollars toward new lines, double tracking and improving established lines. This means the employment of thousands of workers for years to come, and it also means that additional shops and offices must be constructed to house the horde of workers.

"One of the industry's greatest problems today is efficient transportation, for the popular recognition of the fact that citrus fruit, especially, and also vegetables contain vitamins most necessary to the health is fast increasing consumption, and incidentally eliminating the bugaboo of over-production. The popularity of Florida products in the ever-widening area of distribution, however, cannot offset disadvantages in transportation or inequality in freight rates, and whether competition can be met is almost entirely dependent upon those considerations. It is to be hoped that the railroads will voluntarily adjust present disadvantages as quickly as possible, since advancement of the Florida industry will result in prosperity, with consequent national prosperity. It is a notable fact that the southern lines, which handle Florida's products, are as a group, earning the highest returns of any in the United States.

"The railroads are not the only great subsidiary benefactors of the perishable industry. Millions of the containers, most of which are manufactured in Florida, are required yearly; each season, it is estimated over three and one half million wraps are used, the majority of which are printed and cut in Florida; well over a half million tons of ice are manufactured, it is safe to estimate, in

Florida for the preservation of one season's crop; hundreds of thousands of tons of fertilizer must be distributed, much of which is manufactured in the State; beside the distribution of many other necessities on a no less important scale.

"When we consider the facts that the value of the Florida perishable crop is now estimated at around \$36,000,000 or around \$30 per state capita according to the last census, that only a little over 1,000,000 acres of Florida's land area of over 35,000,000 acres is under cultivation; and the vast army of workers required to handle directly and indirectly the production, transportation and sale of its products, the most skeptical cannot doubt that our era of prosperity is not only well grounded, but will grow even greater.

"The soundness of Florida's present prosperity cannot be better shown than by an analysis of the State's fruit and vegetable industry from its infancy with the marvelous development of the perishable industry in the State can be traced the steady general progress; and undeniable possibilities presage for the future even greater sound, prosperous development.

"Early in the history of Florida, the Orange was found to flourish, and, coincident with the development of transportation facilities, the product found commercial favor. By 1884, the production had reached a half million boxes. As yet, however, transportation was poor, and had not reached the finest and most fertile sections. The total railroad mileage was only 1207 miles.

"Today forty years later, it is almost unbelievable to find Florida one of the leading perishable growing states in the Union, shipping around a hundred thousand straight carloads of perishable, and thousands of express shipments; and with nearly 6,000 miles of railroad. Measured by the carload of today, this means that in forty years Florida's commercial production of perishable has increased around one thousand per cent.

"Probably the greatest spur to the industry was the freeze of 1894, which reduced the citrus production from around five million boxes to around one hundred and fifty thousand boxes. That seemingly great catastrophe marked the development of

vegetable growing, which up to that time had not received serious consideration. The freeze, turned many citrus producers' thoughts toward producing more diversified crops.

"The first real commercial experiment of vegetable growing was made at Sanford, Florida in 1896, with celery; but the experiment was a failure, due to improper seed. It was not until three years later that the growing of the commodity ceased to be an experiment and turned into a money making proposition. In that year S. O. Chase, the foremost pioneer of vegetable production in Florida, visited his brother, J. C. Chase in California to study the method of the latter's connection, the Earl Fruit Company, pioneers of the California celery industry. Mr. Chase returned to Florida with many new ideas that helped to establish the theretofore unprofitable product. That season Florida produced four cars of celery at a profit to the growers. The following season the production was twenty-eight cars. Today between 7000 and 8000 cars of celery are produced seasonally. From the discouraging beginning, Sanford has become the largest celery center in the world, and today Florida leads the United States in the production of celery, producing about forty percent of the total production of this country. From a state not known in the production of vegetables Florida has grown to prominence in twenty-five years, producing around 45,000 carloads of vegetables yearly."

After the broom has worn out in regular house cleaning, save the broom stick for a clothes pole in the bedroom closet. Fit it crosswise in a long closet or lengthwise in a small room, and place it so that clothes hangers placed on it will not touch the wall of the room. The capacity of the room will be increased by placing the clothes on hangers on the pole, rather than hanging them around the edges of the closet.

A Hillsborough County club woman who was told she could not grow onions in Florida sand had her doubts about such a thing being impossible. She planted a bed 6 by 8 feet and has had onions all summer, canned some, and sold more.

The Citrus Outlook

By J. G. Grossenbacher

Growers are all delighted with the prospect of good prices for the coming shipping season. There are doubtless several reasons for the good prices at this time, but the chief one is the fact that crop is but little, if any, over a half the number of boxes one might have expected. Taking the yields of the past few years as a basis and making due allowances for the young groves coming into bearing, a normal crop for this year should be around twenty-six million boxes. As a matter of fact the crop will probably not exceed fourteen million but little.

There are several reasons for this shortage. In the first place the low prices of fruit prevailing during the past two seasons caused many growers to reduce grove expenditures to a minimum. In many cases one or more applications of fertilizer and insecticide were omitted. Under-nourishment along with failure to control insect pests results in many crops that are hardly worth picking.

In the second place, the development of the aphid has cut down the setting very materially, especially on the younger groves. As a matter of fact there is an enormous acreage of young groves that would have added millions of boxes to the crop had it not been for the excessive development of aphid during the blooming and setting period.

In the third place, the spreading of the disease known as "subdivisions" around the best towns and citrus communities resulted in the elimination of thousands of acres of the most productive groves in the State. It is unfortunate that these groves are wholly removed from citrus production, just because they are cut up into building lots. It seems to me that most of these groves could be carried on as productive acreage even after they are subdivided. The use of fertilizer and insecticide on such groves would be very profitable to the owners of such tracts. In the first place a large quantity of high quality fruit could be produced on such groves, and then, too, the properties would look so much more attractive to the prospective purchaser. The lots would actually bring more money.

As a matter of fact, the high prices of citrus fruit this season are sure to have a far-reaching influence on the citrus business. Grove investments are sure to be in demand from now on. The present low prices on grove

properties are sure to be raised in a few weeks and as soon as the prices are put higher properties will move rapidly. Right now is the time to buy that grove because it is sure to go higher.

Owing to the fact that the subdivision idea is sure to spread even faster than it has during the past year we are sure to lose many more of the best groves. Since this disease is more destructive to groves than all the pests and diseases combined, why would it not be advisable to get State and National aid in controlling or eradicating this pest? It seems that the grove acreage going into subdivision is cutting down the citrus output at least twice as fast as the acreage of young groves coming into bearing can build it up. In other words, we are facing a situation that is sure to reduce our crop more and more every year.

The over-production howl of the past year has been forgotten, and it seems to me that now is the time to set out more grove acreage. But do not set it near a town or a lake, because if you do it will never come into bearing. The omnivorous beast stalking about the citrus belt of the State, and commonly known as Subdivision, is sure to gobble up all "close-in" groves or groves surrounding a good lake before they have reached bearing or productive size.

In this connection I may mention the fact that Orange County is undertaking a campaign to show us older crackers, as well as the host of newcomers, that after all the citrus industry is the backbone of this portion of the State. We should remember that subdivision and the selling of lots is not a basic and productive business, but that the development of groves and the production of fruit come in that class. It seems to me that Orange County has hit upon a good idea and other citrus counties and cities are sure to follow. As a matter of fact, however, the high fruit prices and the subsequent demand for groves are sure to result in the setting out of many groves. The man that acts earliest in such a trend is sure to reap the greatest reward.

It seems to me that we need have no fear of over-production of citrus fruit in Florida. The present bearing acreage is being rapidly reduced by subdivision and this phase of activity is gaining rapidly. The momentum of the present along with the impetus

likely to be added this fall and winter as our visitors become more numerous and more insistent in demanding places to live is likely to cut our active grove acreage even more. Even though special activity in setting out of new groves is started at once the total acreage in citrus is likely to be much smaller four years hence than it is today. This is the time to set out more grove, or to buy the other fellow's grove if he wants to sell.

The poor conditions of the past two seasons have resulted in many badly neglected groves. Growers all realize that extra effort and expense are now in order to bring groves back to normal productiveness. Fertilization, spraying and pruning need more attention at once. A good fall application of fertilizer must be given and the insect pests must be removed at once to give the trees the necessary relief from pests now sapping their vitality. If the development of scale and white-fly has been extra heavy and the pest development has been largely unhampered during the past season I would advise making two applications of insecticide this fall and winter; one in the near future and another in late winter.

ESTIMATES FOR FLORIDA

CITRUS FRUITS REDUCED

Shipments of citrus fruit from Florida for the current crop year are now forecast by the United States Department of Agriculture at 11,000,000 boxes of oranges, including tangerines, and 6,500,000 boxes of grapefruit, a total of 17,500,000 boxes. Florida last year shipped 11,000,000 boxes of oranges and 8,200,000 boxes of grapefruit, a total of 19,200,000 boxes.

A rapidly increasing quantity of fruit is being sold for local consumption in addition to these shipments, the department says. Present forecasts are substantially below those issued last month because growers report that only 76 per cent of a full crop of oranges is now expected, whereas last month they expected 86 per cent of a full crop.

A similar reduction for grapefruit was reported by growers, only 73 per cent of a full crop now being expected. Growers report heavy dropping and some splitting of fruit during September.

CITRUS COMMENTS

BY

**R. E. Lenfest, Manager Horticultural Department
Orange County Citrus Sub-Exchange, Orlando**

Rust Mites

There is a rush with us every fall and the only difference this year is that if anything every one is rushing faster than ever. During this rush period we must not forget to keep close watch of the fruit which is bright now and for which we hope to get such good prices later in the season. Rust mites are liable to damage the fruit during the winter and spring months and reduce the grade of the fruit one or more grades by the time it is picked. Since it looks like prices should be good throughout the season it would mean quite a loss to have the fruit russeted after getting it this near the marketing time.

The use of sulphur dust is the quickest method of getting over the grove and when thoroughly done during hot weather the results are generally good especially if the work is checked a few days later to see if a second dusting is needed. The point to be kept in mind at this time is that the weather may not be warm enough to get the best results from the sulphur dust, this will mean that we should either use the liquid lime sulphur, or if the dust is used try to do the work during the warm part of the day and pick the warmest day we can. Then the checking up after a few days must be very carefully done to make sure that a second dusting is not necessary to get those that were missed the first time or have hatched from eggs since the dusting was done.

Rust mites at this season of the year are apt to be as numerous on the leaves and tender twigs as on the fruit and sometimes even more so. They are capable of moving quite rapidly and may move onto the fruit from the foliage and russet the fruit before they are noticed on the fruit.

Some Spraying Suggestions

In doing the spraying be sure that the proper material is used and that good pressure is maintained at all times. Be especially careful that all parts of the trees are thoroughly covered. Make sure of this by going back over the trees just sprayed and see whether or not there are any

leaves, twigs or branches that are still dry, showing that they have been missed. If you find any parts of the trees not thoroughly covered, take the members of the spray crew and go back over the trees just sprayed and show them the places missed. You will probably find some insects on these parts, and this will emphasize to the men the necessity of doing thorough and careful work. Because many of the insects are on the under side of the leaves, particular attention must be given to covering that surface. If the under surface of all leaves is wet the upper surface will quite likely be wet also by the spray falling back upon the leaves. This fact should be pointed out to the spray crew so that they will understand the reason for keeping the nozzles turned up most of the time and thus working from the underside of the leaves.

A good rule is to spray the inside of the tree first and then cover the outside. It is advisable to have a definite system for the crew to follow. Have them trained to start spraying trees at the same point relative to the position of the spraying machine, then work in and around the tree till this point is reached. By following such a plan the men will always know when a tree is finished and can feel reasonably sure that very little has been missed. Failure to get results from spraying when the right material is used at the right time is directly due to the lack of thoroughness and care in doing the work. Since the fall clean up spraying seems to be one that gives very definite results in all parts of the citrus section, it is very necessary to give the most careful attention to the thoroughness of the work.

Dry Weather

In some localities particularly in the northern part of the main citrus section there has been quite a little dry weather during the late summer and early fall. Where a lack of moisture has been marked the condition of the trees must be carefully considered. If it were not for the uncertain freight conditions it would be a good plan to wait till close to the

time of application before deciding what to do. This would enable us to get a more accurate idea of the actual condition of the trees. When the amount of rainfall is short there is generally some of the previous application of fertilizer still unused, there not having been enough moisture to form a soil solution that the roots could take up or to have caused the soluble materials to leach away.

If the last applications have been normal in amounts and the trees are carrying a good crop and have very deep color it would probably be safer to use a little less for the fall application than would normally be used. On the other hand if the crop is light in color it might be well to give an increase in amounts.

Valencia Oranges

This variety should have a little different treatment than the ordinary if the best quality is to be produced. The amounts of fertilizer in the fall will have to be watched. It will probably work into the ordinary grove plan to put the fertilizer on these blocks a little later than on the rest and then leave it for a time without working so that part of the fertilizer will be carried down with the rains. Then later work them lightly and do little more till later in the spring not long before they will be picked.

Fall Fertilizer

In applying the fertilizer be sure to get it evenly spread and broadcast in the bearing groves. The use of a fertilizer distributor will give much more satisfactory results than the methods ordinarily used in spreading the material by hand. Many times the troubles in groves are due to the careless application of fertilizers. Putting it in patches or in narrow rings close to the trees will be apt to cause poor results.

The use of Acid Phosphate in the fall is often brought up as a question. This sometimes brings good results and sometimes does not. Where the trees have a plentiful supply of ammonia in the soil and have a rich green color the results generally are good if the trees are not allowed to go too far down in the year following.

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The Citrus Industry

Exclusive publication of the Citrus Growers and Shippers

Address all communications to the Main Office
415 Stovall-Nelson Building
Tampa, Florida.

Telephone _____ 4819

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Published Monthly by
Associated Publications Corporation
Tampa, Florida.

Subscription, \$1.00 per year in advance

Entered as second-class matter February 16, 1920, at the post-office at Tampa, Florida under the act of March 3, 1879.

Branch office and production plant, Bartow, Florida.

GROVE CALENDAR FOR NOVEMBER

Timely Suggestions for Grove Work This Month.

Put out fall fertilizer on bearing trees; this should contain less nitrogen and more potash than in the spring.

Disc middles of bearing groves.

Bank young trees with clean earth (rotten wood may have wood lice).

If clean up spray for whitefly and scale has been neglected apply it now.

Do not buy nursery trees that have not been inspected and certified by State Plant Board. See that trees are completely defoliated, thoroughly scrubbed or fumigated and have certificate tags attached.

Do not buy stunted or scrubby nursery stock.

THE REVISED FRUIT ESTIMATE

The belated revised estimate of the Florida citrus crop reduces the probable yield as estimated by the official estimators by one and one half million boxes, the final estimate being seventeen million five hundred thousand boxes of oranges, grapefruit and tangerines as against the original estimate of nineteen million boxes.

While most well informed growers and shippers believe that the revised estimate is still from two to three million boxes above the actual crop available for shipping, they are thankful for this meagre concession made by the Government experts.

The reduced estimate while far from meeting the views of all well posted factors in the citrus industry, has doubtless had a tendency to strengthen the market and overcome, in a measure, the injury caused by the first grossly exaggerated estimate. Credit for securing the revised and lower estimate of the Florida citrus crop is due to the united effort and unanimous protest of the state's leading citrus factors,

both Exchange and independents, who led the fight for a further investigation and new estimate by government officials.

The revised estimate while generally accepted as being much too large, has doubtless put several million dollars into the pockets of Florida citrus growers.

THE GREEN FRUIT LAW

The operation of Florida's green fruit law has had a beneficial effect in creating confidence and stimulating demand for Florida fruits in northern markets. Of this there appears to be no doubt. The verdict of shippers is unanimous on this point.

Further operation of this law may disclose certain changes or modifications which may be desired. It would be surprising if this were not the case. Few laws are absolutely perfect in the beginning, as frequent changes and amendments testify. If experience proves that the law needs strengthening, public sentiment will bring about such a change. It has been fully demonstrated, however, that the new law is by far the best which Florida has yet had and it has already operated to the lasting benefit of the growers.

Commissioner Mayo and his assistants have been active and aggressive in the enforcement of this law and they are entitled to much credit for the work they have performed. One of the chief, if not the greatest benefits derived from the enactment and enforcement of this law is seen in the quietus which has been put upon the constant harmful talk which has heretofore existed in regard to the shipment of green fruit and which has tended to arouse suspicion and create prejudice in the minds of buyers. This talk has been gratifyingly absent during the present season.

BACKING THE INDUSTRY

The citrus industry of Florida has a warm place in the hearts of Florida editors. While the realtors have of late shown a disposition to overlook the importance of this great industry of the state, the Florida press has never faltered in its devotion to Florida's greatest industry and greatest commercial asset.

The Tampa Morning Telegraph, South Florida's newest daily, has been especially active in behalf of citrus growers and has carried numerous special articles designed to impress the importance of the industry upon the minds of its readers. The citrus industry of Florida will continue to be in the future, as it has been in the past, the state's greatest single industry and most substantial asset, and the one which offers the greatest appeal and most inviting field of investment to the outsider who contemplates locating in Florida. The press of the state shows wisdom and discernment in featuring the importance of this leading industry.

Fertilize, spray, dust, fumigate, spread the fungi—do anything, in short, that will help to feed and strengthen your trees and kill the bugs. Only a healthy tree, free from insect pests, can produce quality fruit.

THE CROP ESTIMATORS

The crop estimators of the Government Department of Agriculture are this year traveling a path fringed much more thickly with thorns than roses.

First, a grossly exaggerated estimate of the Florida citrus crop brought forth vehement protests from Florida growers and shippers. Before the echoes of these protests had died away the cotton growers arose in arms over the federal estimate of the cotton yield and on every hand demands arose not only for a revised estimate but for federal legislation to correct the evil of erroneous crop reports.

Crop estimates based upon careful research and accurate knowledge doubtless would be of benefit to both the grower and consumer. Unfortunately, estimates of many crops made in recent years by the official estimators have not run true to actual production. While it is true that in one or two instances these estimates have proven to be too low, it has been the general rule that they have been too high—in some cases exorbitantly high, and this has reacted to the injury of the growers.

If these government estimates can be made reliable and accurate they would prove to be a good thing for all concerned and should be encouraged, but if they are to be continued as hap-hazard guesses they should be discontinued and each individual permitted to make his own guess. That would prove quite as satisfactory and less costly in the end.

STATE INSECTICIDE LAW

There has been considerable discussion in the press of the state during the past few weeks in regard to a state law governing the manufacture of insecticides in Florida. Federal laws already cover the manufacture of insecticides for shipment from one state to another but Florida has no law regulating the manufacturing of insecticides in the state for sale within the state.

The first suggestion for such a law was made by Mr. R. H. F. Dade, Vice-President of the Peninsular Chemical Company, through the columns of *The Citrus Industry* in its issue of April, 1925. These suggestions met with the approval of many manufacturers and growers and the discussion has since been carried on in many quarters.

It is now proposed to enact a law regulating the manufacture of insecticides in the state, with a view to protecting both the legitimate manufacturers and the growers who buy the products, and it is probable that a bill patterned after the federal regulation but adapted to Florida conditions, will be formulated and presented at the next session of the legislature. Such a bill, it is believed, would meet with the approval of most manufacturers and the great majority of growers. The need is apparent and the backing will be strong.

SOUTHERN FARM PRODUCTS

Total value of farm production in the South Atlantic Seaboard States was a billion and a half last year. This is more understandable when you say fifteen thousand millions of dollars. Field crops furnished four-fifths of this amount and live stock the other fifth.

North Carolina led the states of this section with products of over 400 million. Georgia was second with over 350 million and Virginia third with over 300 million. Florida came last with one hundred and six million. Altogether these states covering about a twentieth of the area of this country produced about a twelfth of the farm products. A feature was that the average production was \$21 per acre in the South Atlantic States while in the entire country the average was \$18.

After reviewing the above figures, the Polk County Record, published at Bartow, says:

"There is no reason why the Southern States cannot continue to grow in power agriculturally. There is more available good land in the South ready for the farmer to clear and cultivate than in all the rest of the country put together in all probability.

"Florida's development will lead along agricultural lines for many years. The increasing population of the state through the industrial and tourist rush is creating openings for the farmer to make a profit that never before existed."

Last year's official estimate of Florida's citrus crop was nearly three million boxes above the actual shipments. Even the revised estimate of this year's crop, which cut one and a half million boxes from the original estimate, promises to outdo last year's estimate in faultiness.

C. W. (Joe) Lyons and J. G. Grossenbacher, two of Florida's most observant citrus men, agree that resumption of citrus plantings on an extensive scale may be anticipated. Both of these experts strongly advise extensive planting of citrus groves.

A good fertilizer properly balanced and a good insecticide well mixed and properly applied spells the difference between success and failure in the growing of citrus crops.

With good prices prevailing for citrus fruits this fall no grower can afford to neglect the fertilization which will insure a heavy bloom next spring.

The proper place for a sprayer when not in use is under the shed, but a sprayer under the shed when it should be in the grove, kills no bugs.

The formula of every fertilizer and every insecticide should be available to the buyer.

Quality fruit brings best returns. Eternal vigilance is the price of quality fruit.

Grape Growing In Lake County

Lake County long famous for its citrus development is rapidly gaining popularity also as a grape growing section. It is predicted by those in a position to observe the progress being made, that grapes will rival citrus production in Lake County within a few years. The county already

commercial scale.

The same Company last year started the development of Vinola Gardens for the sale of vineyard tracts. The start last year was made rather late in the season and was more or less preparatory to the greater development program planned for this

acre tracts, the Company assuming all responsibility for the planting, trellising, cultivation, fertilizing, pruning, spraying and full care for a period of 30 months. The development is to be advertised in national magazines and newspapers as Florida's premier vineyard development and it is expected to bring to Clermont section many grape growers and others who are interested in some form of farming investment.

H. G. Gardner, who for three years has been viticulturist for the Southern Nurseries Company and who is recognized as one of the four leading grape experts of the state, has been employed to take entire charge of the field work of Vinola Gardens.

In addition to these activities represented by the Dickson-Truskett vineyards, the Clermont Hill & Lake Company's commercial development and Vinola Gardens, another recent announcement has attracted attention to the Clermont-Mont Verde section as a grape growing region. That is the removal of the Southern Nurseries Company of Bartow to Clermont.

The Southern Nurseries Company is one of the largest organizations in the state given over to the cultivation of grape stocks. It has been operating a large plant in Bartow. An affiliation has been made with the Clermont Hill & Lake Company tending toward a large expansion of the South-

Continued on page 20



BEACON

leads all others in the state in grape production.

The trend toward grape culture in Lake County is indicated by recent activities toward the development of the grape industry, especially around Clermont and Mont Verde.

Because of the high sloping lands and the quality of its soil the Clermont-Mont Verde region is said by those who have studied the subject, to contain the best grape producing soil of the state.

If recent activities can be accepted as a criterion, it is safe to predict that Clermont will soon become recognized as the grape marketing center of Florida because several big grape developments have centered there.

The famous Dickson-Truskett vineyard in the Mont Verde section, is one of the most successful commercial vineyard developments in Florida and has attracted much attention.

The Clermont Hill & Lake Company, the largest real estate operators in the Clermont section, has just announced their intention to put 1000 acres into vineyards for the purpose of marketing grapes on a

year. Vinola Gardens, backed by an extensive advertising campaign, is expected to be the largest vineyard development of this character in this state. Unit No. 1 comprising 538 acres has already been placed on the market to be sold in two and one-half



THE DICKSON-TRUSKETT VINEYARD IN THE CLERMONT-MONT VERDE SECTION.

Improved Health on the Farm

By Elizabeth Cole

One hundred years ago "the new bath" was completed in Chambers Street, New York. A daily paper for the year 1825 says: "the subscribers invite the attention and solicit the patronage of the public to their new establishment which they trust will add another improvement important to health and comfort." Now this was not a Turkish bath. Nothing so luxurious. It was a public bath, very poorly equipped, we would think, for Saturday night (or less often probably) because homes and hotels did not have bathrooms one hundred years ago.

The countless improvements for health and comfort that have been added since that time make us forget sometimes what a wonderfully fortunate age we live in. We have grown to accept many of our blessings as a matter of course, and health especially, until we lose it, is often unvalued. Yet we do know that health after all, is the foundation of success and that the way to maintain health is to prevent sickness—the ounce of prevention idea. We have learned the whys and wherefores of health—why it is necessary to have clean homes, clean bodies, clean cows, clean barns, clean food. We have learned that flies breed where refuse has been allowed to remain unburied, that mosquitoes come from stagnant water, that cattle can have a form of tuberculosis known as bovine tuberculosis and that this may be transmitted to children and to animals through their milk. We know now that neglected teeth may be the cause of rheumatism, that tuberculosis is curable, that sunshine and fresh air are excellent medicine and will have a more curative effect than all the bottles of patent medicines in the world. Yet our great grandparents or our grandparents did not know these things and they were as excited over that wonderful public bath as a contribution to health betterment as we were over our first sight of an airplane.

And since such great advances have been made, why not suppose that still further additions to health will be brought about? Why not suppose that such a sickness, for example, as tuberculosis will be practically eliminated? Inasmuch as the number of tuberculosis deaths has been decreased in the past twenty years from over 200,000 yearly to less than 100,000 and this decrease has been brought about largely

through education in the ways of healthy living, this is not such a flighty supposition.

Where people are grouped more closely together, progress in health and comfort is simpler to bring about. Yet what rapid and successful strides have been made also in the less thickly populated sections of our country! In the rural districts during the past ten years the health of agriculturists has been steadily improving. Through



understanding the need to watch their own health and that of their children especially, heads of families, granges, societies of husbandmen, women's clubs and church groups have been greatly instrumental in creating interest in such health agencies as public health nurses, traveling clinics, community playgrounds. They have also been helpful in securing funds to pay for these. In nearly 400 counties a county health officer has been appointed who acts as the director of a comprehensive health program that has been made possible by the establishment of a health budget. Although his territory may have widely scattered population, each section, through cooperation, can be mutually benefited. Disease control, general sanitation of public places and schools and homes, malaria prevention, tuberculosis control, maternity hygiene and school hygiene are parts of the program.

In the schools the teachers' cooperation has been found most necessary and helpful. Through their ability to visualize a healthier community, teachers insist on good sanitation, ventilation and lighting in the schoolrooms, on cleanliness of surroundings and of body and cleanliness of spirit in play out-of-doors. Life in school will often be the model for life at home. Children in hundreds of schools play the game of the Modern Health Crusade that teaches health habits, as chores, to be performed daily. Sleeping with windows open at least 10 hours every night,

brushing teeth, taking exercise, keeping clean with plenty of baths—all count towards making them knights, victorious over disease. They keep records of good health and check their score cards in school.

With an outdoor life from sunrise to sunset it would seem that farmers should escape tuberculosis, the disease that becomes active in run-down weakened systems. While the tuberculosis, death rate among farmers is lower than that for many other occupations, it has been found that tuberculosis among rural school children is far too prevalent. There are still too many cases of tuberculosis among agriculturists. The reason for this is undoubtedly due greatly to the long hours of hard physical labor, to hurriedly eaten dinners of possibly fried foods, pastry, too few vegetables and fruits, heavy meats, with no time afterward for the digestive apparatus to function properly, insufficient fresh air at night in the bedroom and little or no recreation to stimulate and lighten the mental attitude, and thus make the whole physical system better fitted to do its work.

Neglected and seemingly slight ailments may easily grow into serious ones and the periodic visit to a physician will make it possible to catch any troubles in time. Children as well as grown-ups, need a yearly inspection by the doctor for nowadays we visit him to prevent rather than necessarily to cure our sicknesses. Daily health habits plus periodic physical examinations certainly go far toward preventing tuberculosis.

Publicity in the way of pamphlets, motion pictures, lectures, lantern slides, is one way that the National Tuberculosis Association in its campaign to control tuberculosis seeks to educate children and grown-ups. If every citizen would lead a healthy life, teach his family and his neighbors how to do the same, the goal would soon be reached. Perhaps this will come in 2025! Those who are sick 100 years from now may then seem as amusingly out-of-date as "the new bath" of 1825 seems to us today.

In December the National Tuberculosis Association and its affiliated state and local associations will conduct the eighteenth annual Christmas seal sale. Funds from the penny stickers are used in the educational campaign to control tuberculosis. Everyone who buys and sells tuberculosis Christmas seals is helping in this big work.

Clearwater==The Sunshine City

By Maury Boykin

The Capital City of Pinellas County which County forms a miniature Florida, is Clearwater, the "Sunshine City", where "It is Springtime all the time."

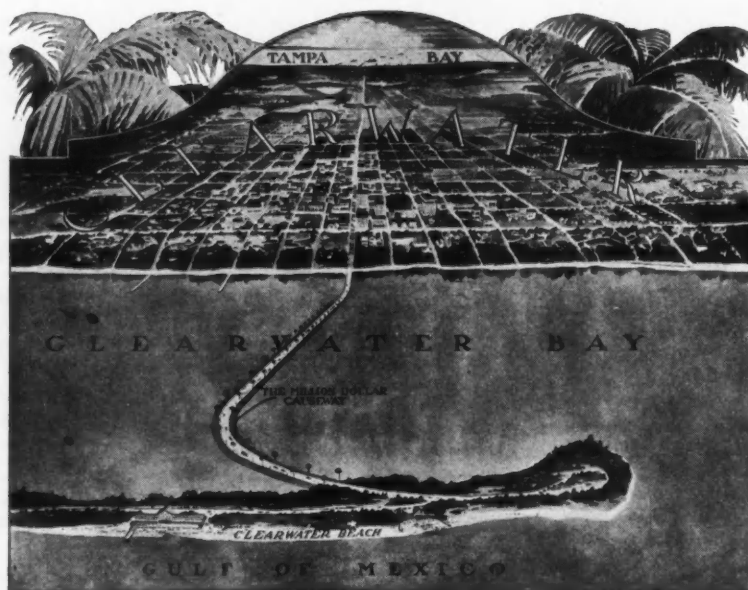
Located in the middle of Florida's four hundred miles of West Coast line, eighteen miles north of St. Petersburg and thirty miles west of Tampa, at the point where the Pinellas Peninsular joins the mainland, the City of Clearwater occupies a

forms a component part of the city. The island and the mainland parts of the city are connected with a bridge, while a Million Dollar free Causeway further linking together these two points will soon be completed.

Clearwater occupies the highest Coastal elevation of any city in Florida. It is situated on a high ridge, which extends to an elevation of more than thirty feet above the waters of Clearwater Bay. The Country contin-

vides a broad paved traffic lane which forms the backbone street of the city of the future.

Clearwater compares most favorably with the Miami of eight years ago. The new Million Dollar Free Causeway connecting with Clearwater Beach may be compared with the Miami causeway which crosses Biscayne Bay. Clearwater due to her rounded



strategic position on the Gulf Coast.

Immediately east of Clearwater lies Old Tampa Bay and immediately west extends the broad waters of the Gulf of Mexico. The city limits contain sixteen square miles which extends from Bay to Gulf.

The Coast of Pinellas County is fringed with a chain of long islands or keys containing either palms or beautiful tropical foliage. These islands form a picturesque inland waterway, furnishing protected waters for the numerous yachts and other pleasure craft which winter in this sunshine community.

The beautiful tropical island which lies two miles away from the mainland of Clearwater City is known as Clearwater Beach Island, while the intervening water is called Clearwater Bay. Clearwater Beach Island

uses high and rolling throughout the city limits and its immediate environs. Country more beautiful cannot be found in the State of Florida. The section of Florida immediately adjacent to Clearwater contains many cities, which constitutes a thickly populated district.

The natural advantages are being made to stand out prominently by providing important public improvements. Clearwater Beach Island is being connected with the heart of the city by a new Million Dollar free causeway now in the course of construction. The causeway itself is now visible above water. The Bay Shore Boulevard is being projected. The Gulf to Bay Boulevard which extends from Clearwater Beach on the island over the new causeway to Old Tampa Bay is nearly completed. This pro-

out advantages is fast becoming the Miami of the West Coast.

DEAL CLOSED SALE FIVE ACRE GROVE IN SAN ANTONIO

SAN ANTONIO, Nov. 4.—Jesse Dunne announces the completion of a transaction whereby he acquired a five acre tangerine grove on the hill near San Antonio Heights. The plans for the development of this property have not been decided upon by Mr. Dunne but he is having the grove cultivated, fertilized and put into first class condition.

Florida's slogan should not be "More Cows" but "More Good Cows."

When writing advertisers please mention The Citrus Industry.

Spanish Grapes Must Not Enter==Department of Agriculture Re-affirms Stand

After a thorough reinvestigation of conditions in the Almeria grape district of Spain, suggested by the Department of State at the urgent request of the Spanish Government, Secretary of Agriculture Jardine and the plant specialists of the department have decided that any modification of the present embargo maintained by the Federal Horticultural Board would involve too much risk of the introduction of the Mediterranean fruit fly, considered one of the most dangerous plant pests in the world. The Secretary of State had advised reconsideration as desirable in obtaining more authoritative determination of the situation but particularly for the purpose of correcting a feeling in Spain that the real basis of the embargo was trade protection rather than protection against a dangerous plant pest.

The department hopes and believes that the Spanish authorities and the representatives of the grape growers now understand the decision to maintain the quarantine unmodified has the single object of excluding an insect that if introduced would be a menace to important fruit industries over a large part of the United States.

Dr. C. L. Marlatt, Chairman of the Federal Horticultural Board, during the month of August carried on the investigation in cooperation with Spanish officials and Almeria grape growers. As a result, two suggestions for possible modification of the em-

bargo were made, one by the Spanish authorities and one by Doctor Marlatt. Both suggestions were given thorough consideration by the Secretary and his advisors.

The Spanish proposal was that the quarantine be modified to permit the entry of grapes harvested before a pre-determined fly-free date, approximately the middle of September. Because of the variation in the period of ripening of grapes and other fruits attacked by the insect, the result of seasonal variations, this proposal was discarded as unworkable. Under such conditions the date of supposed safety would have to be determined each year. Also it was not considered feasible to examine any considerable percentage of the grapes and practically impossible to determine infestation in its early stages. Doctor Marlatt, who discussed these various difficulties with the Spanish authorities and the grape growers, reported, as an illustration of the seasonal variation, that this year grapes, figs and other fruits ripened three to four weeks later than usual.

The possible basis for modification presented by Doctor Marlatt was controlled production in Dalias, section of Almeria isolated from other grape growing sections. He suggested limiting horticultural activities there to grape growing, doing away with all other host fruits or vegetables in which the fly might breed, particularly the fig. If it were feasible to produce such conditions, the fly would

have no place to live or breed prior to grape ripening in September or October. This possibility was discussed with officials of the grape organization of Almeria, but apparently no assurance could be given that such a cleanup could be carried out even if the plan were approved.

In the conference held at the department after Doctor Marlatt's return the following objections were raised against such restricted entry of these grapes:

That no guarantee can be given that all the controls essential to the plan would be fully carried out and that the grapes would be absolutely free of infestation.

That many of our States in which fruit growing is a leading or important industry would be unwilling to accept the risk, however small, and would themselves establish quarantine restrictions against such grapes.

That the necessity for a series of annual checks, supervisions, and inspections, involving controls both in Spain and the United States, might well lead to differences of opinion and be continual sources of misunderstanding.

In view of these objections the department was obliged to reject the second proposal as well as the modification suggested by the Spanish authorities.

RECORD ENGLISH IMPORTATION OF AFRICAN ORANGES

In a report received in the Department of Commerce, dated October 8, 1925, from Mr. R. R. Patterson, American Consul, at Liverpool, England, it is stated that the largest shipment on record of oranges from any country to England was reported on the way from South Africa to Liverpool, and was expected to be landed around October 10th. The consignment, made up by a combination of South African fruit growers, was said to consist of 100,000 cases containing 19,000,000 oranges.

Another report to the Department

of Commerce by Mr. P. J. Stevenson, American Trade Commissioner, at Johannesburg, South Africa, states that during the week of August 14, 1925, considerable interest had been aroused regarding the arrival of the Blue Star liner "Roman Star," then en route from England for Durban (South Africa), where the steamer will commence loading the largest cargo of fruit that has ever left South African shores. Mr. Stevenson's report stated that the exact amount of fruit to be loaded at Durban was not known at that time but consignments were coming forward well. Mr. Stevenson adds that from Durban the steamer was to proceed to Port Eliza-

beth, where she would take on 20,000 cases of citrus fruits, thence to Cape Town where she will load the balance, thus bringing her cargo up to some 100,000 cases. All of the fruit is being sent from South Africa under the direction of the Fruit Exchange and Control Board. This is the first shipment under the New Fruit Control Act, and the payment of the freight has been guaranteed by the Land Bank. South African fruit exports, and it is reported, according to Mr. Stevenson, that the Blue Star Company are building nine new steamers especially for the fruit trade.

Good Prices for Citrus, Says Skelly

In discussing conditions and prospects with regard to citrus fruits with F. L. Skelly, manager, American Fruit Growers Inc., Orlando, Mr. Skelly said:

"The highest prices have been obtained this season of any I have ever known on both oranges and grapefruit. We have received a large number of telegrams and letters commending the quality and condition of the fruit arriving in the markets and it is giving entire satisfaction to wholesalers, retailers, and consumers. It is impossible for us to supply the demand for our Blue Goose oranges and grapefruit, although up to the present time we have shipped a large percentage of the fruit that has been moved from the state.

"During October last year California moved about 3,000 cars of Valencias. This year it is said the movement will not be over 700 to 800 cars or approximately one-fourth of the normal crop. At the present time there are about 200 cars of the old crop of Valencias to be moved with about 400 cars now rolling to the markets.

"The new crop of California navel

oranges will not move until about November 1, coming from Tulare county in the northern section of the state. The southern California crop will begin to move about December 1, and is said to be of good sizes and quality. With the light supply of California oranges in sight for immediate shipment we look for good prices to prevail on Florida fruit for several weeks.

"When asked for his opinion regarding the new citrus fruit law, Mr. Skelly said, "It is all that could be desired and is proving satisfactory, generally to growers, shippers, dealers, and consumers. It certainly has not only stopped the shipment of immature fruit from this state, but it has also put an end to the very undesirable publicity that Florida has received in the past through this medium.

"In seasons past the press throughout the country and in Florida has carried news stories at this season about green fruit shipped from this state. This publicity did untold damage, creating a widespread lack of confidence in Florida citrus fruits. The entire absence of any of this

adverse publicity is worth hundreds of thousands of dollars to Florida growers. In other seasons the consumers throughout the country have felt that immature or "green fruit" was being shipped from Florida and naturally avoided it, to a certain extent, until after the holidays.

"The publicity that has been given in regard to the enforcement of the new citrus fruit law has had a most favorable effect, creating an unprecedented demand for Florida fruit at very satisfactory prices.

"Commissioner of Agriculture Mayo and his staff are to be congratulated on the manner in which they are handling the enforcement of this law. They are doing the work well."

Mr. Skelly further said that at the present time everything appears favorable for a very successful season for Florida growers. All lines of fruits and vegetables are selling at high prices, the country is in a very prosperous condition and if our fruit is moved out gradually over the entire season the net returns to the growers should be most satisfactory.

Mechanical Pressure Tester Devised for Determining Maturity of Fruit

The maturity of fruit at picking time largely determines its dessert quality as well as its storage or transportation possibilities. Allowing the fruit to become too mature on the tree results in a product which will not carry to the market, whereas picking the fruit in a too immature condition results in an almost inedible product.

Pressure on the fruit with the thumb to determine the maturity has probably been practiced as long as fruits have been eaten by man, says the United States Department of Agriculture, but this method is too indefinite for modern demands of fruit dealers and handlers. This need for definite picking standards for certain fruits which will allow them to be left on the tree as long as possible and at the same time assure their carrying through to market in satisfactory condition has led the United States Department of Agriculture to devise an improved type of mechanical pressure tester, a description of which is given in Department Circular 350 just issued by

the department.

The pressure tester is somewhat on the order of an automobile tire pressure gauge, is of convenient size, and easy to use. A protruding plunger of the tester, placed against the flesh of an apple or other fruit, penetrates the flesh recording the maximum pressure required to penetrate the fruit to a given distance, thus giving an indication of its maturity. By means of the tester and storage experiments definite picking standards are being worked out for the various fruits. The rate of softening of fruit in storage and the firmness of fruit in different stages of storage maturity are also being studied.

When these schedules have been completed, the fruit grower will know at what pressure he should pick his fruit to enable it to stand the storage and transportation conditions expected of it. The fruit dealer will be able to test his fruit in storage and determine the remaining length of time he can expect it to keep in firm condition.

A copy of the circular may be obtained free of charge, as long as the

supply lasts, by writing to the United States Department of Agriculture, Washington, D. C.

In building a poultry house, allow from 3 1/4 to 4 square feet of floor space per bird.

Do you like to keep free boarders? Then don't treat your corn for weevils with carbon bisulphide.

A winter cover crop furnishes green feed for livestock when it is most needed.

Oats, rye or rape will make a good grazing crop this winter. Plant them the latter part of September or later.

Orderly marketing can only follow orderly production.

Keep a salt box where the stock can get to it, and keep it filled.

When writing advertisers please mention The Citrus Industry.

*The Citrus Grower, Like
The Village Blacksmith,
Deserves the Reward He Has Earned*

Toiling, rejoicing, sorrowing,
Onward through life he goes,
Each morning sees some task
begun,
Each evening sees it close.
Something accomplished--some-
thing done,
Has earned a night's repose.

--Longfellow.

And whether he seeks that reward in some reposeful home in a spot of restful and recreational environment or in the investment of his earnings in some secure and profitable enterprise, he will find the answer in

MANDALAY

"The Isle of a Thousand Palms."

Located on the beautiful island of Clearwater Beach, Mandalay is the outstanding development of the West Coast. Mandalay is linked to Clearwater, "The West Coast Miami" by a new million dollar free causeway, now nearing completion, which makes the history of the development at Miami the prophesy of the riches that await "The Isle of a Thousand Palms."

Mandalay's unusual setting of natural tropical and semi-tropical growth, its uninterrupted vista of the boundless Gulf of Mexico and the crystal waters of Clearwater Bay, makes possible the development of a home-site of unsurpassed beauty and attractiveness.

WATERFRONT—The Cry of the Day!

Mandalay lots have the distinction of waterfront!—or view to the water! Remember—no lot in Mandalay is more than three blocks from the water! Thus Mandalay offers unusual appeal to the builder of a permanent home-site. A descriptive booklet will be mailed upon request.

—On the Gulf—on the bay
on the road to Mandalay.



L. B. SKINNER CO.

MAURICE B. THAYER

Sales Manager

General Offices, Clearwater, Fla.

St. Petersburg

Tampa

Whitefly Cultures for White Fly and Aphis

By the Rancher of Rancho Glen Haven

I was much interested in a short article in the October number of The Citrus Industry on fighting whitefly with parasitic fungi. The subject is worthy of a far more extended article. I have often wondered why this fungi was not more extensively used by citrus growers. If it was generally used in the citrus groves, I believe the whitefly would be almost a thing of the past, at least it would not cut much of a figure as a serious pest, and I am inclined to believe that the green aphids would be brought under control at the same time.

Two years ago my grove, and especially my tangerines, were badly infested with the whitefly of both kinds and were just a living mass of green aphids. I sent for both the red and yellow fly fungi and today I am practically clear of both the fly and aphids. Within two days after I sprayed the culture in my trees every grown aphid was dead and there were millions of them on the tangerines. Today the fungi has spread over most

all of my bearing trees and as soon as the fly lays her eggs the fungus settles on each nest and it is good bye eggs.

I have some young tangerine trees on a low piece of land and the fly culture has not yet scattered over them. Now on these small trees I still have the aphids but not the old ones where the culture has taken hold. Sometimes, though, I notice a twig here and there with a few aphids showing up but after a few heavy dews or a rain the aphids disappear, so on my old trees where the fly culture has its start I don't bother my head about either the fly or aphids for I am quite sure that the fly culture, one or both of them, kills the aphids at the same time.

What makes me feel sure of this is the fact that in a very dry spell a few aphids may appear but with just a few heavy dews or a shower of rain and, presto, the aphids are gone. This is the condition on the trees that have the fly culture on the leaves but

as I have said on the smaller trees which were not sprayed with the fly culture the aphids still thrive until I come and spray or dip the branches in something to kill them. This I do and never allow them to get to flying around. In this way I have almost cleared my grove of the pests.

If every grower would treat his groves in this way I do not believe that the fly and aphids would cut much figure. While I keep my eyes open I really have no more serious trouble with either pest. It may be the red or it may be the yellow fungus or it may be both but between them I am and have been for the last two years clear of the pests, or practically so.

The whitefly culture spoken of by Dr. E. W. Berger is the remedy and I believe is worth all the spraying that can be done and is much less trouble and expense, at least so it has worked out for the Rancher of Rancho Glen Haven.

B. M. HAMPTON,
New Port Richey, Florida.

Support County Fairs

By Nathan Mayo, Commissioner of Agriculture

If you were to go along the main business street of any town or city and not see a single show window where the goods sold in the store are exhibited to the passer-by, what would you think? Would it not appear to you as a rather singular town, more primitive than you would expect to find were you to exhume a buried city two thousand years old? The thought of there being no show windows in the business center of a town anywhere in the world to-day is ridiculous.

The county fairs are the show windows of farmers, practically the only place they can exhibit their wares to the public, and the fairs last for only a few days. Does it not appeal to you as being bad business for farmers to neglect the only opportunity they have for advertising their products?

The present situation in Florida offers the finest opportunity the farmers of any state ever had to advertise to prospective purchasers and immigrants. More people outside of the state will visit the county fairs of Florida this fall than will visit the county fairs in any other state. I hope that both the state and county fairs will be supported as never before in order to present every phase

of Florida's agriculture and industries to the honest, earnest seekers after truth who will be within our borders the next several months.

I cannot conceive of a better way to place funds for local advertising and incidentally it will advertise the state as a whole. The state appropriates no money to support fairs so that the responsibility is thrown entirely upon each community. A section of the state, and the counties should vie with each other in presenting the best possible exhibit of the products peculiar to each. This will be a question of "to the victor belongs the spoil." The race will be to him who pays the price. The results of advertising in fairs will show in the amount of investments made in the various counties by those who are seeking to make investments in Florida.

Fairs have been called the "time-keepers of progress." They mark the hand of advancement on the dial of time, and show in concrete form the standard of civilization existing; they indicate the point of advancement reached, and the character of the heritage that is to be bequeathed by the present generation to the next.

My hat is off to the prize winners,

as individual exhibitors, as counties, as units, and to the larger fairs of the state.

BLESSED ARE THOSE WHO BEAUTIFY THEIR HOMES, FARMS, ROADS

Blessed are they who plant trees and shrubs along our highways; future generations will enjoy their thoughtfulness.

Blessed are they whose homes show exterior culture to the passersby.

Blessed are they who appreciate God's gifts of birds and flowers and encourage their growth and increase.

Blessed are they who scatter flower seed and keep friends and neighbors from destroying wild flowers along the roadside.

Blessed are they who banish billboards from their property, for they are protectors of roadside beauty.

Blessed are they who keep open grassy lawns, well mowed, and green shrubbery, blending them with well painted houses.

Blessed are the citizens of Florida for their civic clubs, if they will function along civic lines, then health, beauty and happiness will be theirs.

W. L. Floyd.

Starve Out the Citrus Aphis This Winter

By J. R. Watson and R. W. Ruprecht

The citrus aphis, altho now in most groves fewer in number than at any time since February, is still present in practically all groves, ready to again increase in numbers as soon as conditions again become favorable. Favorable conditions for the multiplication of the aphids are: (1) dry weather which is unfavorable for the development of its chief enemy, the fungus *Empusa*, and (2) abundance of tender foliage for food. Because young trees have a greater tendency towards continuous growth, most aphids which survive the winter do so on young trees. The following suggestions apply particularly to young orange and tangerine trees.

The Weak Point in Life History

In the life of every pest there is a period when it can be attacked with the greatest prospect of success, which is usually a time when the natural conditions are least favorable for the pest.

Such a time in the life history of the green aphis of citrus (*Aphis pomi*) is when the trees are dormant. This new aphid on citrus can feed only on new tender growth. As soon as the growth hardens up it must move on and if it cannot find new growth of citrus or other host it will die. This gives the grower a chance to help nature materially. Fortu-

nately the citrus tree naturally grows in flushes (usually about three per year) alternating with periods of dormancy. The most complete period of dormancy usually occurs in early winter. Altho the most important factors in bringing a tree to dormancy, viz., heat and deficiency of rainfall, are beyond the growers' control, there are other factors, such as food and soil moisture which influence dormancy and which can, to some extent, be controlled.

Fertilize Early

Make your fall application early in September and have it all on by the middle of October. Under average conditions a formula with 2-3 percent of ammonia, 8 percent of available phosphoric acid and 5 percent of potash could be safely used. Have at least half of the ammonia from inorganic materials. Much depends, however, on the previous treatment, age, and cover crops in the grove as to the best fertilizer to use, the aim being to get the tree thoroly dormant in the fall.

Follow this application with an early application next spring, January or early February. Use about 4 percent ammonia, 8 percent available phosphoric acid and 4-5 percent potash. Have $\frac{3}{4}$ of ammonia from inorganic sources.

Cultivation

Cultivation of the grove should be stopped immediately after the fertilizer has been worked in. Continuous cultivation has a tendency to prolong the growing period and retard the tree going dormant.

Spray Early

Spraying sometimes has the effect of stimulating a tree to growth. Most groves need to be sprayed in the fall for whitefly and scale insects. Usually this is the most important spray of the year. This should be done as early as weather conditions allow. By the middle of September most whitefly eggs have hatched and the weather is favorable for spraying. This early spraying in connection with fertilization will have a tendency to stimulate early fall growth and thus allow the tree to become thoroly dormant in late fall and early winter. A well fed tree is liable to throw out a good flush in the early fall and then get dormant. A poorly nourished tree, on the other hand, is liable to push out a little growth at a time to feed the aphids all fall and winter. Efforts to get the trees dormant in late fall have always been the safest procedure as a precaution against cold. The presence of the citrus aphis makes this imperative.

Moles

By J. R. Watson

The mole is an insectivorous animal which feeds largely on grubs of the June beetle and other insects in the soil. It is therefore, beneficial when it occurs in fields and pastures but in the garden it is, like a good many remedies, worse than the disease.

Field mice often inhabit the runways of moles and feed on surrounding vegetation. Much of the mischief usually attributed to moles is really due to mice.

One can only discourage their running thru the garden by stopping the runways. This is particularly true around the edge of the garden where they are most apt to be severe.

This animal makes two classes of passage-ways. One is about a foot or more in the ground. This is the main road or highway for their journeys, and from it run feeding tunnels, usually near the surface. It is the latter that do the damage. If one can find the main tunnel he can

tramp the ground solid over it. It is well to crowd into the passage-way a brick or stone. Tramping the earth solid in this way discourages the activities of the moles there. Compact the earth over the shallow tunnels also, particularly around the bases of the plants. This will serve the double purpose of discouraging the use of the run-way by the animal, and of packing the earth around the disturbed plant so that it is more apt to take root again and grow.

In the early morning if one will notice where the fresh piles of earth are, he can often find the digger, and can deal with him directly. If they are in lawns or other situations where water is available they can frequently be forced out by directing the hose into the run-way.

They can also be trapped. For this purpose find the main run-way and open it a few inches. The mole will hasten to repair the damage and shut out the light, and will perhaps be

caught in the trap. There are several traps on the market made especially for catching moles.

One of the best ways to kill moles is to fumigate them in their runways. To do this open up their main run-way and drop into it an ounce or so of calcium cyanide. Then quickly close up the opening. This material in contact with damp earth gives off hydrocyanic acid gas, a violent poison. The calcium cyanide is also a very poisonous substance and should be handled carefully, and only in the open air or where there is good ventilation.

Let the children play grown-up by helping mother, and everyday tasks that must be performed about the house will prove more attractive.

Talk to your county agent about your farm problems. If he does not know, he is in a position to find out.

Satsumaland Growers Hold Rousing Meeting

By Ross Masters

The October meeting of the directors of the Satsumaland Fruit Growers at Silver Lake has become one of the annual "red letter" days in Satsumaland. The board and many members of their families, and other friends, were again entertained at a barbecue dinner, as only B. F. Farmen, the genial host at Silver Lake can do it.

Of the board members, B. H. Baker Cottondale; M. W. Carroll, Round Lake; B. F. Farmen, Dothan; Theo. Levines, Wewahitchka; W. O. Wells, Alford; W. L. Wester, Sneeds; Joe W. Williams, Chipley; W. L. Wilson, Panama City; Col. Henry Page, President of Panama Chamber of Commerce; and W. A. Sessoms, Bonifay, were present. Visitors from all parts of Satsumaland were present. From Bonifay there were present, K. P. Sessoms and wife, W. C. Alford and wife, W. A. Sessoms and wife, C. A. Prine, and F. F. Franks.

The important business transacted centered round the report of the committee having in charge the Satsumaland Publicity Campaign. They reported the success of their financial campaign, conducted with the aid of Dr. Henry R. McKeen of the Florida State Chamber of Commerce, and resulting in the pledging of the \$5000 publicity fund. Mr. J. F. Thomas, publicity advisor, recommended some changes in the publicity campaign, which were approved, and the committee was continued with full authority to proceed in carrying out the plan as finally approved.

The Growers proposed to put on an advertising program including the best periodicals, state and national. The responses are to be handled in the office of the Association at Round Lake, and are there to be distributed impartially among the Chambers of Commerce in the six Satsumaland counties.

Representatives of the Tampa Tribune were present proposing a West Florida Special Section for their paper at an early date. The advisory committee was authorized to take at least one page of space in the section, and to render all possible assistance in making it a success.

The speech making was ably managed by the Host B. G. Farmen. From his address of welcome to the close it was pointed and full of pep. Morning speakers were Mr. Boostrom of Lynn Haven; Mr. Wester, of Sneeds; Mr. Thomas, of Panama City; Mr. Sellers, Editor of the Florida Times Union; and Col. Page, of Panama City. After a bounteous barbecue dinner and a delightful social hour, Dr. McKeen, of the Florida State Chamber of Commerce, and Judge Amos Lewis, of the 14th Judicial District, addressed the crowd. Dr. McKeen was at his best.

GRAPE GROWING IN

LAKE COUNTY

Continued from page 12

ern Nurseries activities it is now moving its plant to Clermont. It is the plan of the Southern Nurseries Company to put in a million and a half grape cuttings this season, embracing 68 or more of the leading varieties adaptable to Florida soil.

These various activities toward the development of the grape industry in the Clermont section will mean much to the entire Lake County section, because the grape industry is one of Florida's most promising agri-

cultural possibilities.

Florida can produce grapes of super-fine quality and get them on Northern markets at a time when few other fresh fruits are to be had. Grapes are practically immune from the frost hazard and the few diseases and pests they are subjected to are very easily controlled. Also it takes only eighteen months to bring into bearing. It isn't necessary to wait several years before getting profitable production as a Florida vineyard will reach full maturity within 30 months and will produce abundantly every year if properly cared for.

It is said to be one of the safest and most profitable crops in Florida. The demand for Florida grapes is almost unlimited because of their general excellency, both for eating and for juice extracting purposes. At the present time all the grapes that can be produced can be sold within the state. The great Northern market has hardly been touched as yet because the local demand has been sufficient.

The tendency toward concentrating grape production in the Clermont-Mont Verde section will have the beneficial effect of consolidating the harvesting, marketing and shipping factors. Once this is accomplished buyers from the North will flock to

Clermont and Lake County to get Florida grapes.

The Florida Grape Growers Association is actively engaged in promoting the grape industry throughout the state and the time is not far distant when Florida's financial return from grapes will rival if not exceed the financial return from her citrus crops, thus repeating what has actually taken place in California.

Lake County has reason to be proud of its part in the development of Florida's grape industry and in Clermont, as the forthcoming grape marketing center of Florida.

When writing advertisers please mention The Citrus Industry.

Tomatoes are one of the best foods known for preventing diseases like scurvy.

Get your vitamins from the garden—in your food—and not from the drug store.

Reading farmers are leading farmers.

When writing advertisers please mention The Citrus Industry.



State's Figures Show How Marketing Plan Has Helped Income

By L. M. Rhodes, Commissioner of Marketing

Marketing in Florida, like everywhere else, is a system of exchanging our products to purchasers who want them, for a price fixed by conditions, and the demand for our products by the consumers of other sections. And the supply of such products from Florida and other sections producing the same crops at the same time, and the cold storage holdings of these same products at the time we are selling.

The magnitude of our marketing operations can be best understood by a glance at the following figures:

The fruits, truck, vegetables and staple crops, live stock, dairy, poultry and apiary products from our farms have a value of \$85,000,000. The manufactured products and output from our saw mills bring the state from \$180,000,000 to \$215,000,000.

We market naval stores, minerals, fish and seafood amounting \$51,000,000.

We sell food, lodging, entertainment and transportation, etc., to tourists for approximately \$150,000,000. A grand total of around \$500,000,000.

Then we buy annually meats, lard, dairy and poultry products, grains, hay, condensed feed, bread, canned goods, vegetables and fruit not grown in Florida which cost us \$100,623,070. This makes a marketing problem involving hundreds of millions of dollars.

Perhaps the greatest marketing problem in Florida is her perishable produce which average 260 carloads daily the year round.

These fruits and vegetables must reach the market in the quantities wanted in the condition desired and the quality must be satisfactory and they must be available at the time they are wanted.

Florida products must compete with similar products of other sections marketed during the same period, and when there is competition excellence in quality is the keynote to successful selling.

Therefore, marketing in Florida begins with production; the selection of varieties in planting, fertilization, cultivation, harvesting, standardizing, grading, packing, loading, refrigeration and distribution are all a part of good marketing.

Fruit and vegetables may be of a

good quality, but if they reach the market in poor condition caused by improper handling or ungraded, and in unsightly packages, the shipper will suffer disappointment and loss. For the general rule and custom is for produce to sell on its merits.

Or if Florida fruit and vegetables are dumped on a glutted market without regard to the supply in that market at the time or the demand for more produce, the prices will be low if they sell at all.

Or if they are shipped to a market not accustomed to the use of such products, the price may be low.

The production of agricultural and horticultural products has become a highly specialized business. There are so many factors entering into it, that it is a complicated business to produce, distribute and market these daily necessities. It is more or less the work of experts.

If producers expect success in Florida they must combine the factors which bring about the lowest cost of production and the highest net profit. In producing they must strive for the maximum production at the minimum expense, and if marketing they must have economical distribution and skillful selling.

They must adjust production as nearly as possible to the needs and demands of the trade. Supplying the quality as well as the quantity ordered by the buyer and that meet the preferences of consumers, insuring satisfied customers and a continuous market. And they must advertise to broaden the field of consumption and increase demand.

As there is now and always will be, the most rigid competition for most of Florida's products in every link of the chain between production and consumption our produce should be sold by competent, well organized marketing agencies, who employ wide awake, efficient salesmen with tact, skill, good judgment, experience and foresight and a wide knowledge of market conditions, and ability to judge results caused by certain conditions. And, also, a thorough knowledge of the industry represented by the commodity sold. They should also have an intimate acquaintance with the grower and understands human nature. Everything possible should be done to economically handle, systematically distribute and efficiently market the products of the state. All these improved methods of preparation for the market, distribution to the market, selling in the market are

evolutionary not revolutionary. They come gradually.

Much progress has been, and is being made in our methods of marketing. Something like an average of eight solid trainloads of perishable products leave Florida daily the year around.

Prepared for market in modern packing houses and pre-cooling plants shipped under high class refrigeration over rapid schedules.

Credit is provided for growers in most communities so that they can finance their productive operations.

"COULD BETTER FERTILIZER BE MADE WE WOULD MAKE IT"

Get Sept. price list Mixed Fertilizers, "SIMON PURE and GEM BRANDS" now ready. QUALITY first, Fair prices. Also insecticides, sprayers, dusters and dusts. E. O. PAINTER FERTILIZER COMPANY, Jacksonville, Fla.

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is a monthly magazine crammed full of hunting, fishing, camping and trapping stories and pictures, valuable information about guns, revolvers, fishing tackle, game law changes, best places to get fish and game, etc. Biggest value ever offered in a sporting magazine, only \$1.00 for THREE WHOLE YEARS, or send 25c in stamps or coin for six months trial.



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Dr. Abbott Heads Home Economic Research Work

Dr. Ouida Davis Abbott of the University of Missouri, has been secured by the Board of Control to head the Department of Home Economics Research in the University of Gainesville, according to an announcement just made by Wilmon Newell, Director of the Stations.

Provision for conducting research work in home economics by state experiment stations is made under the terms of the Purnell Act, passed by Congress in March, 1925. This act provides funds for the use of the experiment stations in the fields of home economics, agricultural economics and related subjects. The provisions of the act were accepted, for the Florida Experiment Stations, by a joint resolution of the last legislature.

"In the future, home economics research will be one of the primary lines of work in the University of Florida Agricultural Experiment Station, as well as in the state experiment stations of practically all the other states," says Dr. Newell. "It will take equal rank with the re-

search work being conducted in the fields of agronomy, animal husbandry, soil fertility, horticulture, insect and plant disease control, etc.

"The plans of the Board of Control call for the immediate establishment of a well-equipped department in the experiment station at Gainesville for research work upon various problems of the home and household, including dietetics, food conservation, household management, sanitation, etc.

"Dr. Abbott, who takes charge of this department, is particularly well equipped by training and experience for the work in hand. She not only holds the degree of Ph.D., from the University of Missouri, where she specialized in physiology, nutrition, bacteriology and other subjects pertaining to home economics, but she also holds an M.A. degree in Chemistry and a B.S. degree in Agriculture. She is an experienced teacher and investigator and her published articles have received highest commendation from leading authorities throughout the country."

Citrus Markets During Week Ending November 5, 1925

Released by the Florida Citrus Exchange

Shipments of citrus fruit out of the state for the week ending Thursday night were 215 cars of oranges and 442 cars of grapefruit, a total of 657 cars. This is a daily average of 36 oranges and 74 grapefruit.

There has been good distribution of grapefruit over the entire country with prices gradually going lower daily as the supply increased. On the Eastern seaboard a heavy supply of Porto Rican grapefruit has been coming forward with the result that the Eastern markets, especially the private sale markets, are considerably weaker than a week ago.

Quotations vary from \$3.25 to \$4.25 f. o. b. shipping point, with a few cars of extra fine quality at slightly higher prices. In the middle West and Western sections, there has been a good demand with a slight disposition on the part of the trade to request cars loaded heavily medium to small sizes, to the neglect of the larger sizes. This is not so noticeable in the big centers, but it

is especially noticeable in the private sale markets.


The orange situation remains very firm with an upward tendency which should continue at least until Thanksgiving. The supply of oranges in all centers is very light at the best. Shipments from California are extremely small. With an average of only 36 cars daily leaving Florida, buyers are beginning to realize that there may be a serious shortage during the next two or three weeks. All auction markets are therefore high, prices ranging from \$7.00 to \$10.00 per box. In

the face of this, the smaller interior markets are finding difficulty in getting supplies. The orange crop is maturing very slowly and apparently there is little hope of materially increasing shipments in the immediate future. Good quality fruit can easily be sold from \$6.00 to \$6.75 per box f. o. b. shipping point, with a lack of supplies even at these prices.

With this extraordinary situation in mind, it seems strange that some shippers are quoting as low as \$4.50 f. o. b. shipping point. Why this should be done is a mystery. These low quotations only have the tendency to unsettle buyers who are not informed as to the real situation and make them suspicious of shippers who are asking prices that are right in line with market conditions. On the other hand, it is just as difficult to understand how many growers is willing to sell his oranges on the trees for prices as low as \$1.50 to \$2.35.

No legume-growing farmer is likely to go bankrupt, for he is constantly adding to his bank account—his soil reserves.

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Large Crystals—Small Crystals—
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New York

Burr Says Slice In Freight Would Aid Fruit Marketing

ORLANDO, Fla., Nov. 4.—"If a liberal freight rate reduction should be granted on perishable products shipped out of the state, Florida growers of citrus fruits should be able to extend their scope of marketing and equal if not surpass the California citrus trade," R. Hudson Burr, chairman of the State Railroad commission said after the close of the first day's hearing by the interstate commerce commission of the growers complaint that freight rates should be readjusted.

Discussing conditions which resulted in the granting of the special investigation after a petition had been filed by the rail commission last spring, Burr declared that citrus growers of twenty-five years ago had better facilities for their products than they do today. Burr added that the shipment of perishable products had become so heavy in the last few years that their movement over the railroads had been hampered.

Ask Mutual Interest

"Officials of the state growing and shipping associations and the officers of the railroad commission should like to see the promotion of a mutual interest in the citrus business of the state," Burr said.

"By a whole hearted spirit of co-operation, the growers should be able to place their products in the hands of millions more people and the railroads could realize thousands of dollars more in freight revenue.

"By a fair rate on shipments out of the state, we could be able to establish excellent marketing of citrus fruits as far west as St. Louis and Kansas City, thus in a large measure competing with California trade.

"Up to this time," Burr said, "the

growers have been denied sale of their products that far west because of the high freight rates."

Burr declared that at the present time the citrus growing business in Florida is far from a consistently paying proposition.

Many Lose Money

"Some years, for instance, last year, the growers in the state made a little money, but in the two previous years they lost money I believe when there were too many products for the markets."

Burr predicted that the citrus business in Florida would be more than doubled in volume within the next five years.

The Chairman of the railroad commission was the first witness in the growers' case against the railroads when the investigation convened here this morning. He outlined at length the growth of the business in the state during the past few years and filed in the court records his opinion

The man who develops a high producing herd of cows is doing something for humanity.

The man who raises his living at home has small cause to worry over the price of groceries.

It doesn't take long to plant a crop carelessly—or to count the profits resulting from that crop.

Give the corn weevils a dose of carbon bisulphide and save that corn they would waste for you.

The beef cattle outlook seems to be brighter. This industry has been in the "dumps" long enough.

as to how the present conditions could be remedied.

Burr was followed on the stand by T. H. Tench, of Tallahassee, freight rate expert of the state railroad commission.

Leading citrus growers of the state are here for the hearing, which is expected to continue two weeks.

More than 200 railroads would be affected by a decision and the carriers are being represented by Frank Gwathmey, Washington attorney, as general counsel.

F. V. Hillyer, of Washington, is presiding over the hearing of the interstate commerce commission.

Give the child a place to romp and a chance to let off steam—and he will not be so apt to be constantly doing what he ought not to.



Cuts both sides of limb—Does not bruise bark
Most powerful pruners made. Used throughout world. All styles, all sizes. Shipped postpaid. Write for booklet. Rhodes Mfg. Company, Grand Rapids, Mich. U.S. Division Ave.

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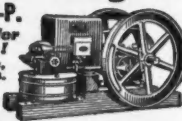
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Orlando, Florida



Dr. Mortimer H. Leonard Comes to Florida

Noted Entomologist and Plant Pathologist Joins Staff of Florida
Agricultural Supply Company

We have just been informed that Dr. Mortimer H. Leonard a widely known Entomologist and Plant Pathologist has joined the staff of experts of the Florida Agricultural Supply Co., in keeping with the progressive policy of this concern.

Dr. Leonard has to his credit among many other accomplishments the authorship of over fifty publications, on both technical and applied Entomology and Plant Pathology, also being co-author with Prof. C. R. Crosby, another noted Entomologist of the book "Manual of Vegetable Garden Insects", which is considered the leading work in its field, both in this country and abroad.

Dr. Leonard was for some years in charge of the spray services of the New York College of Agriculture, and has been and still is connected with the Bureau of Entomology of the United States Department of Agriculture as a Special Collaborator. He also was retained as a Special Investigator by the New York Fruit Exchange in collaboration with the United States Department of Agriculture and sent to Spain where he



DR. MORTIMER H. LEONARD

made an extensive study of fruit and vegetable insects and diseases in Southern Spain and in the famous

Valencia Section. He has served as Director of the Field Service Division of one of the largest insecticide manufacturing concerns in the East and also as State Entomologist for the State of New York. His most recent work being the preparation of the List of Insects of New York State.

The Florida Agricultural Supply Co. offers the wide experience of Dr. Leonard to the State in helping solve the problems of the vegetable growers in the control of the insects and diseases that conspire against the profitable production of their crops and in an effort to help the State maintain its present position of pre-eminence in agriculture.

While the corn crib is about empty, why not make it rat-proof before this year's crop is harvested? Rats are expensive free boarders, and the stock on the place need that corn.

A winter cover crop may be plowed under in the spring to add humus and plant food to the soil and make it more productive.

DUNEDIN, FLORIDA

The Sun Porch Of The Gulf and
Beauty Spot of Pinellas County

Waterfront, Acreage, Residence &
Business Property

GRANT & SKINNER REALTY COMPANY

Real Estate, Loans & Investments
DUNEDIN, FLORIDA
We Invite Your Inquires

FARMERS GO TO COLLEGE TO STUDY OPERATION OF PORTABLE SAWMILLS

Splendid demonstrations of how a portable sawmill, hooked up to a tractor, can turn out high grade lumber on the farm wood-lot were given at the "Portable sawmill week" conducted at Pennsylvania State College, October 19 to 24, under the direction of Professor J. A. Ferguson, who occupies the chair of forestry at the college. More than 400 portable sawmill men were in attendance, including many farmers who own portable mills. An interesting feature was a practical saw filing and setting school conducted by Charles H. Cooper from Henry Disston & Sons, Inc., Philadelphia.

Six different makes of gasoline tractors were used to drive the mill. These were the Advance-Rumeley, Case, Fordson, Frick, Huber, and International. The saws used were furnished by Henry Disston & Sons, Inc. The mill used was loaned by the Frick Company of Waynesboro, Pa.

Data was collected in regard to horsepower, fuel consumption, actual time used in sawing a definite quantity of lumber, running the carriage, turning the logs, etc. This data, when assembled, will be available to all portable sawmill men.

One evening session was held, at which moving pictures of logging scenes and a three-reel film showing the manufacture of saws and tools at the Disston works were features.

TREAT PEACH TREES TO DESTROY BORERS

Peach growers of Florida who are troubled with the borer should treat their trees early in November with paradichlorobenzene. (It is reported that the name alone is enough to scare the borers to death.) The following hints on applying this poison are given by J. R. Watson, entomologist of the Florida Experiment Station.

Locate the burrows by the wax that has oozed from them. If some are above ground, mound the dirt up around the tree until it is level with the highest burrows. Make a trench on top of the mound, around the tree and not nearer than an inch to the trunk of the tree. In this trench sprinkle an ounce of paradichlorobenzene crystals and cover them well with dirt, say to a depth of a foot. Pack the dirt well with the back of the shovel. The crystals give off a gas that kills the borers.

After the mound has been up from two to four weeks, tear it down.

THE CITRUS INDUSTRY

For trees less than two years old do not use over half an ounce of the crystals. Too large a dose or too long exposure will kill young trees.

JOINS EXCHANGE

Officials of the Stripes Packing Company of Fort Myers have announced their intention of shipping fruit through the Florida Citrus Exchange. This company, owner of the famous Stripes brand of citrus fruits, has operated independently of the Exchange for the past three seasons.

It is believed in Exchange circles that this move on the part of the Stripes Company marks another important milestone in the growth of cooperative citrus marketing in Florida. It not only brings to the cooperative association the widely established and dominantly favorable trade reputation for quality always enjoyed by the Stripes brand, but also swells the percentage of fruit to be marketed by the Exchange.

Like to have a list of free Experiment Station and Extension publications? Then write to the Agricultural Experiment Station, Gainesville, for Press Bulletin 368.

If you don't win at the fair, don't get disgruntled and quit. Try to find out why the other fellow's products beat yours and then grow products as good as his next time.

Whatever Your Question



Be it the pronunciation of **vitamin** or **marquisette** or **soviet**, the spelling of a puzzling word--the meaning of **overhead**, **novocaine** etc., this "Supreme Authority"

WEBSTER'S NEW INTERNATIONAL DICTIONARY

contains an accurate, final answer, 407,000 Words. 2700 Pages. 6000 Illustrations. Regular and India Paper Editions. Write for specimen pages, prices, etc., FREE Pocket Maps if you name The Citrus Industry.

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BU-RO-DES, the inexpensive new poison station, exterminates tree-killing Mice! Approved by orchard authorities. All-glass, kept filled easily; unaffected by year-round weather. Stays put; no clamps necessary. Pests eat poisoned grain first, and die in open before able to damage fruit trees. Poison harmless to anything but rodents. Worth dollars to you, cost only a few cents apiece.

Write right now for Booklet
"Orchard Protection."
THE RODENT DESTROYER CO.
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European Plan, Fireproof 300 Rooms With Baths

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Write today for Book of Truth for planters of new groves.

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For Grove, Packing House, Counting Room or Factory. Our equipment is complete, our service prompt and satisfactory and our prices reasonable.

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Bartow, Florida

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Florida Fruits and Flowers

A Monthly Magazine devoted to diversification in fruit growing and to home and civic ornamentation.

The kind of a magazine you will enjoy in your home. It tells of the different kinds of fruits which can be successfully grown in Florida and it aids with helpful suggestions about ornamentals and flowers for your home or community.

FLORIDA FRUITS AND FLOWERS costs but \$1.00 for twelve months. Pin a check or a dollar to this notice and mail to

Florida Fruits and Flowers

Bartow, Fla.

Mole-Crickets

By J. R. Watson

Among the most destructive pests in gardens are mole-crickets. These work under the ground, making shallow tunnels suggesting those of moles but much smaller. In making these tunnels they feed upon the roots of the plants. At night they leave the tunnels and feed upon the plants above ground.

There are three species of mole-crickets in Florida. The Northern mole-cricket is confined to low, moist land, such as the muck flatwoods soils. The Short Winged mole-cricket feeds in similar places but is often found on drier land. The most destructive of all is the West Indian "mole-cricket" or "Changa". The "Changa" is not native to Florida, but has been introduced from the West Indies and is largely confined to several of the larger cities of Florida. Unlike the others, it can live in very dry soil.

Control

Frequent plowing and deep cultivation disturb the burrows and expose the insects to their enemies. This control will be much more effective if chickens, turkeys, or guineas are allowed to follow the plow. Hogs turned into an infested field will, by their rooting, destroy many of these pests.

Poison baits are quite effective in controlling this pest in a planted garden. One of the most effective is the bait commonly used for controlling grasshoppers. This is made by thoroughly mixing, dry, 25 pounds of bran and a pound of Paris green. Next take $2\frac{1}{2}$ gallons of water and grate into it a half dozen lemons, oranges or grapefruits. Grate up juice, pulp, rind, and all. Next add to the mixture a quart of syrup. Moisten the poison bran with this liquid until the whole is damp but not sloppy. It should be dry enough to fall in small flakes when scattered over the land. For mole-crickets this should be put out in the evening after the sun has set. The above amount should be sufficient for three acres. If one cannot readily obtain Paris green he can use calcium arsenate, $1\frac{1}{2}$ pounds, or a pound of plain or white arsenate. Do not use lead arsenate as it does not mix as well with the bran.

A heavily infested garden should be plowed and the mole-crickets cleaned up before it is planted. A good way to do this is to allow chickens or hogs to follow the plow as indicated above. After you have worked over the ground for a day or two roll the ground and make it compact. Early the next morning go out into

the garden and the whereabouts of the mole-crickets will be indicated by little piles of earth on the surface. With a cane punch a hole to the depth of two or three inches wherever a pile of fresh earth is seen and into each hole pour a half teaspoonful of carbon bisulphide and quickly pack the soil over the hole.

A cheaper solution and one just as effective can be made by dissolving an ounce of sodium cyanide in two quarts of water. Pour a few fluid ounces of this material into each hole, at once compacting the soil as indicated above for carbon bisulphide.

Another method of combatting the mole-cricket is to fumigate the entire garden, and one of the best substances for this purpose is calcium cyanide. This can be put down into the bottom of the furrow just at the foot of the plow. It should be evenly distributed at the rate of about 1,200 pounds per acre. Calcium cyanide in contact with moist soil gives off hydrocyanic acid gas. This kills not only the mole-crickets in the soil but practically all other insects and other animal life, including the nematode worms which cause root-knot in plants. It also leaves the soil rich in nitrogen. This method of treating the soil is, however, expensive and can be recommended only for particularly valuable gardens. Calcium cyanide, as well as the hydrocyanic acid gas it gives off, is a violent poison and must be handled with caution.

CITRUS COMMENTS

Continued from page 9

When this plan is used the grower must keep close watch of his trees to make sure that they do not suffer.

Danger From Fires

It is very important to establish and maintain a fire guard on the unprotected sides of a grove during the months when the grass, weeds and underbrush are dry. The cover crop in the grove should be mowed, disced or plowed shallow. The fence rows should be cleaned out. Doing this promptly will reduce the chance of fire damage each fall and winter there are quite a good many trees and some whole groves badly damaged by fire.

A combination sure to win,
The cow, the sow, the lowly hen,
Indeed it seems that they take pride
In seeing family needs supplied.



Consistent Application Of

Orange Belt Brands

Will Make A Difference In The Appearance Of Your Trees And In The Quality Of Your Fruit



Lyons Fertilizer Co.

Eighth Floor

Citrus Exchange Building

Tampa, Florida

Quality Fertilizer

for

Quality Fruit

County Map of Florida



A number of out of state readers of The Citrus Industry who are unacquainted with the geographical divisions of the state have requested The Citrus Industry to print a map showing the various counties in order that they might the better be able to familiarize themselves with localities frequently mentioned in the magazine. The accompanying map shows the various counties of the state and very excellently serves the purpose for which it is intended.

Some citrus fruit is probably produced in every county of the state, and is produced in commercial quantities in all of the peninsular counties. The bulk of the crop, however, is produced in the central counties of the peninsular sections, extending from the Atlantic coast to the Gulf of Mexico. The heaviest citrus producing counties are in the order named, Polk, Orange, Lake, Hillsborough, Pinellas and the Indian river counties of the east coast, St. Lucie and Brevard. From Marion and Volusia, on the north of the commercial citrus belt, to Dade county on the lower East coast, and Lee on the lower Gulf coast, citrus growing is the largest single agricultural industry of all counties with the exception of Glades and Okeechobee.

In the section above indicated the great bulk of round oranges, grapefruit and tangerines is produced. Satsuma growing is confined largely to the counties in the extreme western end of the state in which section heavy plantings of groves have been made in recent years with largely increased production and sale each year. Bay Walton, Washington, Holmes and Jackson counties have been the center of much activity in satsuma plantings, while smaller acreage is being developed in adjacent counties.

Since the accompanying map was made, Martin county, named after Florida's present governor, has been created from a part of St. Lucie County on the east coast. In this new county much of the celebrated Indian river fruit is produced.

First Man on Earth Was A Farmer

By James E. Hungerford

"There was not a man to till the ground . . . And the Lord God formed man of the dust of the ground, and breathed into his nostrils the breath of LIFE . . . And the Lord God planted a garden eastward of Eden; and there he put the man he had formed." Genesis.

And God never made a more USEFUL man than a GOOD farmer! All the activities of material life are dependent upon him. He feeds the multitudes, and keeps the Wheels of Commerce revolving. Without him, there would be no INDUSTRY, because out of the dust of the earth, by the workings of the All-Wise Creator, he brings forth that which sustains and maintains mankind, materially.

He is a THINKER and a DOER. He plants in HOPE, awaits fructification in FAITH, reaps in THANKFULNESS, and garners in GRATITUDE. Should he cease to function, the cornerstone of humanity would crumble.

He is a PROPHET and a SEER. Nature is his guide, and WISDOM his guardian. If he makes mistakes in judgment, he spends no time "cursing the earth", but devotes his energies to CULTIVATING it anew. He guides his plow, with sweat on his brow, and tills the soil by the might of TOIL. Without him, commerce would collapse, and industry "return to dust". He is the center and pivot of CO-OPERATION, for without him there would be no "operation", and nothing to "operate".

"Profiteers" snatch from him his profits, and thieves divest him of the fruits of his labors, but still he goes faithfully on, sowing and reaping and garnering. In robbing HIM, men rob the rest of humanity. They gamble on his grit, and lay wagers on the results of his labors. Millions

have been made by speculators upon his stamina, who never tilled an acre, planted a single seed, or shed a drop of divine sweat!

But the farmer has his compensation, as expressed in the following original lines:

Country life is full of pleasures, and sometimes it has its woes;
Ev'ry farmer has his troubles—just as ev'ry farmer knows;
There are days chock-full o' sunshine, when the world is good to see;
An' dark days when Nature's Storehouse seems chock-full o' deviltry!
There are times a feller feels like he could strut around an' smile,
An' then times when life seems full o' things to aggravate an' rile!
Oh, a farmer has his worries, an' sometimes they wear him thin—
But he gets his COMPENSATION when GOOD CROPS come rollin' in!

Yes, his days are sometimes burdened with their cares an' wears an' frets,
An' he surely is DESERVIN' all the good things that he gets!
There are times when too much dryness withers up the growin' grain,
Or he's filled with desperation on account of too much RAIN!
There are weeds an' worms an' insects that he always has to fight;
There are frosts that come unlooked for, an' play havoc overnight!
Yes, he has his tribulations, an' he has to WORK like sin—
But he gets his COMPENSATION when GOOD CROPS come rollin' in!

He gets much of his "compensation" from the SATISFACTION he feels in worthy accomplishment. It doesn't always come to him in DOLLARS and CENTS.

Someday, the farmer will come into his own, and return to the Garden that God planted "eastward of Eden". Mankind "fell" and since then the farmer has been "falling" for most of the tricks of "The Serpent", that robbed him of his Eden. Eventually, "the worm will turn", and slay "The Serpent", and the farmer will find his place in the sun—Via the "straight and narrow path" of CO-OPERATION!

DAIRYING IN FLORIDA

IS MOVING BACK INTO THE FARMING SECTIONS

The system of marketing milk in Florida is rapidly changing in all of the cities and larger towns. Subdivisions have boosted the price of land so high that many dairymen have become wealthy from the sale of this land. Many of these dairymen are ready to enter other professions where the hours are shorter and the work not so regular. The unfortunate fellows who don't own their land are getting instructions to

move. They are having to move so far that it is no longer practical to retail their milk to the consumer, says Hamlin L. Brown, dairyman for the Agricultural Extension Division.

Central distribution plants are being established. They receive the milk delivered from the dairy farmers on trucks and trains, and pasteurize, cool, bottle and deliver it to the consumers.

The producers have turned the marketing of milk over to distributors who are in a position to systematize their routes and deliver the milk much cheaper than is possible where a large number of producers are delivering milk to all parts of a city.

GROWERS

AND

SHIPPERS

SUPPLIES

Our Large Stocks

Are Your Shock Absorbers
When Railroad Embargos
Come

Call on Us For Your
Packing House Supplies
Nails, Box Strapping,
Paper, Paste, Lad-
ders, Clippers, Car-
riers, etc.

Also Headquarters For
Bluestone, Sulphur and all
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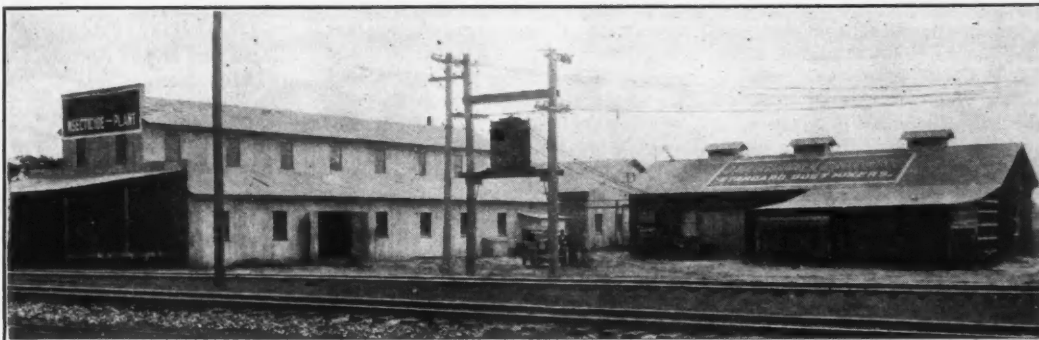
FERTILIZERS AND FERTILIZER MATERIALS

DRAIN TILE

Ask For Our Complete
Price List

CHASE & CO.
Sanford - Florida

"Everything Needed for Spraying and Dusting"



The picture above shows our factory in South Orlando as passengers on railroad trains see it. This is the largest factory in the South making spraying and dusting products direct from raw materials.

Progress

FIFTEEN years ago the output of the Schnarr factory was one product, and of that, only a few barrels a year. But it was a good product and the demand for it steadily increased.

Today there are sixteen spraying and dusting materials for grove or garden use that are exclusively Schnarrs, in composition and efficiency. There are also four Power Spraying and Dusting Machines of superior, proved dependability and economy of operation.

Schnarr Products are made direct from raw materials in two large factories located at strategic points in Florida. These factories throughout are equipped with modern machinery installed for efficiency in operation and capacity production. This enables us to supply you, or your dealer, with these Products while they are fresh, and in such quantities as you need.

You can look to Schnarr Products for dependable control of insects and diseases at an economical cost.

Write for Catalog describing our complete line of Products and machines. A postal card will bring it.

J. SCHNARR & COMPANY
Orlando, Florida Winter Haven, Florida

Below is the "rear view" of the same group of buildings, with our erecting shop for Schnarr Economy Sprayers and Florida Standard Dusters standing out prominently in the foreground at the right.



"Everything Needed for Spraying and Dusting"

Imports of Citrus Fruits Into South Wales

Exact data covering the volume of the orange trade of the Swansea, Wales, market is not available, states Mr. A. B. Cooke, American Consul, at Swansea, Wales, in a report received in the Department of Commerce.

Citrus does not move to the Swansea market by direct steamer from abroad but comes by way of such ports as Bristol, Cardiff, Liverpool, and London, by rail or by coastwise vessel, to individual wholesalers of Swansea who buy their stocks from week to week upon the floor of the fruit auctions at such ports.

An average of the estimates of four leading wholesale dealers puts the weekly turnover of citrus fruit during the import season at some 3,500 cases. The season is considered broadly, adds Mr. Cooke, as covering the months November to May though there is a small movement of fruit outside of this period.

Around 90 per cent of the oranges consumed of the Swansea markets are Spanish Valencias, from the Provinces of Murcia and Valencia, in Spain. The remainder—around 10 per cent—are oranges from the United States, Palestine, Jamaica, and South Africa. The fruit (oranges) comes packed in boxes, as follows:

Spanish oranges	300, 360
and 504 oranges to box	
American (navels)	96, 216
Jaffa (Palestine)	144, 156
Jamaica	204, 216

The California navel orange is apparently the only orange from the United States known to the Swansea trade, and is generally conceded to be the finest orange on the Swansea market. However, its very excellence mitigates against retail market at 6 to 8 cents each (say, 72 to 96 cents a dozen) while the Spanish Valencia, of ordinary quality and much smaller than the United States fruit, sells around 3 cents each or 36 cents a dozen. The population of the Swansea District consists chiefly of miners, steel and tinplate workers, and dock workers, all of whom prefer to secure eight small oranges for a shilling (approximately 24 cents) instead of four large oranges regardless of the fact that by buying the four larger oranges they would be getting just as much in weight and fruit of decidedly finer flavor. The Navel orange is purchased only by the wealthier class.

Swansea dealers state that perhaps 200 boxes a week supplies the demand for oranges of the entire Swan-

sea District area (with 160,000 population). A smaller orange, at less cost, seems to fit the needs of most persons in the Swansea District, and it is doubtful, according to Mr. Cooke, whether there ever will be a wide market for the fine navel orange in the Swansea District.

There is also a limited consumption of lemons in the Swansea District, local dealers estimating a weekly turnover of some 200 boxes during the year. Lemons come from Italy and Spain, and are purchased and reach the Swansea market in the same manner as oranges. Lemons come packed 200,360 and 504 to the box. The fruit is used largely for culinary purposes; the cold, damp climate running practically the whole year prevents much use of lemonade.

The grapefruit consumed in the Swansea market is practically negligible. It is estimated that from 20 to 30 boxes of grapefruit a week meets the demand. There is some indication that there is a growing demand for grapefruit as more retail shops are beginning to feature it. It is hardly probable, however, that the Swansea District will in the near future afford a market worth the attention of American exporters, in the opinion of Mr. Cooke. The grapefruit on the market is from the United States, some from South Africa in the off season.

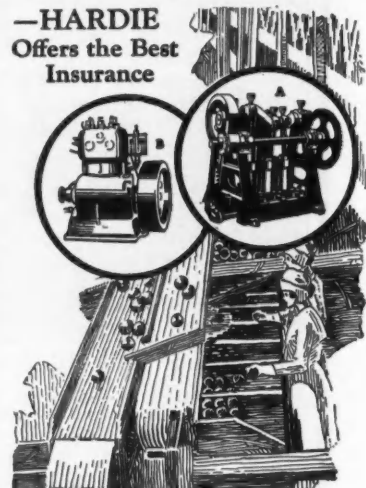
BEAN GROWERS TO VISIT DEMONSTRATION

Mr. R. S. Shortridge of Citra is one of very few farmers who has a fall crop of beans. And it is not "chance" or "luck" that has played into Mr. Shortridge's hands. And is it not that he alone planted beans for considerable acreage was planted in Alachua and Marion Counties. The secret lies in the fact that Mr. Shortridge knows beans.

Here is about what happened. Most of the beans were planted on hastily prepared land where the lack of moisture was aggravated. As a result, the plants could not use the fertilizer, they could not grow until rain came. But from the instant that they came up, a tiny insect known as "leaf-hopper" attacked them in great swarms. The hoppers thrive in hot, dry weather. Mr. Shortridge was ready for them and began to dust and spray at once with the result that he has a very fine prospect for a crop and a price too.

For Large Merchantable Fruit

—HARDIE
Offers the Best
Insurance



The DUST-PROOF DEPENDABLE HARDIE SPRAYER. FOR FLORIDA

has a power plant that you can rely upon, day after day, and year after year, to give the highest pressure necessary to reach every square inch of fruit and foliage.

Pump Eliminates 90% Wear—Plungers have two soft packings to guide them, all the wear comes on these; replaceable in two minutes. No crosshead or guides. Porcelain-lined cylinders. Machine-cut gears. Accurate pressure regulator.

Suction Settling Chamber collects grit. **Light Weight Cushman Engine** gives four full horse power with a weight of only 190 lbs.

Mounted Low—Load carried only 12 inches from ground; no injury to trees.

Wide Tires make easy hauling through the grove.

New Gun sprays wider, farther, and even.

Write for Catalog
THE GULF FERTILIZER CO.
TAMPA, FLORIDA

10 Branches and
Service Stations
in Florida



The Dust- Proof Hood

adds years to life of sprayer. Made possible by Hardie cooling system in spray tank—no overheating.



pests or profits

- it is yours to choose!

Clean trees are absolutely vital to success. Now is the time to arrange for applying VOLCK to your grove. If you do not own a good spray outfit we will put you in touch with a commercial sprayer who will do good work.

Florida Address

807 Orlando Bank and Trust Building
Orlando, Florida

W. W. THOMAS, Mgr.

In these days when the margin between production cost and returns for fruit is becoming more and more narrow, when a good crop of clean fruit is absolutely necessary if the grower is to realize a profit on his year's work, it is high time for growers to get right down to brass tacks in the matter of pest control.

It is no secret that prevailing methods of control are far from satisfactory. The kill is often poor because the grower is afraid of spray-burning if material of greater strength is used. And when sufficient strength is used to insure an effective kill the resulting damage is often serious, and sometimes disastrous.

There is a very narrow margin between the necessary strength to insure effective control of the pest and the point where injury begins. That margin of safety has been miscalculated by many a grower with serious results. Burned and pitted fruit has cut down his profits and in many cases the trees have been made less productive. There have been instances where the en-

tire grove has been almost totally defoliated.

This danger has been eliminated, however, by VOLCK, a citrus spray which gives the most effective control of scale possible without injury of any kind to fruit or foliage. It is beyond doubt the greatest single achievement in the field of citrus culture in a decade.

Thousands of acres were sprayed with this material in California during the past two seasons and everywhere the results have been uniformly good. It has produced clean healthy groves and in no instance has caused injury,—no pitting, burning, or falling of leaves.

Because it can be used in any required strength without fear of damage, and because it kills all scale and sucking insects, including mealy bug, rust mite, white fly, and red spider in all stages of development, it gives highly effective control in one application. VOLCK ends the necessity for the three applications of oil sprays which have heretofore been the rule.

VOLCK

-an ORTHO Spray for Citrus Pests



Thirty-four

FORTY YEARS OF CITRUS DEVELOPMENT IN PINELLAS COUNTY

Continued from page 6

county as a wonderful resort is attaining such magnitude as to threaten the prestige the county has heretofore had in the matter of citrus fruit and especially grapefruit let us hope there will still be a few of us who love Pinellas not only for her wonderful climate, her wonderful people, wonderful seashore and islands, wonderful fishing on the gulf, not only for these, but for the wonderful grapefruit and oranges she has produced in the past. St. Petersburg, Largo, Clearwater, Dunedin, Orona, Safety Harbor, Palm Harbor and Tarpon Springs will soon, at the present rate of growth, almost cover the earth in Pinellas County. What then will the world do for Pinellas grapefruit, I wonder?

Associated with the growth of each town on the peninsula are the names of many of the pioneers and their descendants. The name of McMillen is perhaps more associated with the development of Largo, and the name of Taylor perhaps belongs more to the whole county than to Largo, Booth with Clearwater and Green Springs, and Somerville and McClung with Dunedin. Perhaps no name stood high in the estimation of his neighbors than Dunedin's pioneer citizen, J. Moffet McLung. Mr. McLung was the first grower to protect his orange grove during a freeze by fires, and he did it successfully and very profitably.

It looks today as if the ring of years was coming true, that Pinellas County is to be the playground of the nation; its shores and its islands to be developed in the most wonderful way; and its visitors for the winter and for the summer to be numbered by the thousands and tens of thousands; and I hope and believe that there will still remain choice spots adapted to the growth of Pinellas County's wonderful oranges and grapefruit, and that there will be many men who will devote their lives growing these for the public benefit.

PLANT SOME RAPE

Try a small patch of Dwarf Essex rape this fall for cows, hogs, poultry, or human green feed. It is useless to plant rape though unless you have a piece of ground naturally rich or that can be made so by addition of manure or commercial fertilizers, says W. E. Stokes, grass and forage crops specialist of the Florida Experiment Station.

Rape can be planted broadcast or

THE CITRUS INDUSTRY

like turnips in close rows and cultivated. Prepare the land thoroughly before planting; cover seed lightly, using 2 to 4 pounds per acre if planted broadcast. Rape should be ready to graze in 8 to 10 weeks after planting.

Keep plenty of salt before cattle while grazing on rape.

CLASSIFIED ADVERTISEMENTS

The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

REAL ESTATE

WILL EXCHANGE West Texas cattle ranch for unimproved or improved land in Florida. What have you? Give price and full particulars. T. E. Bartlett, 3410 McKinley Ave., El Paso, Texas.

FIVE ACRES and a town lot, all for \$700.00. Biggest bargain in Florida. Certain money maker. We want reliable salesmen to present this meritorious proposition to investors. Sumter Gardens and Bushnell Park lots. Every purchaser highly pleased. Florida Garden Land Company, Box 1759, St. Petersburg, Florida.

FOR SALE—Cleopatra Mandarin seedlings. September delivery, enter order now. Cavendish banana plants and avocado trees. Write for price list. R. E. Skinner, Hillsboro Hotel, Tampa, Florida. May-4t.

BANANA PLANTS for sale. Improved Cavendish, Hart, Orinoco, Ladyfinger. Information free. W. E. Bolles, Oldsmar, Fla.

"BOOK OF TRUTH"

For planters of new groves
Is yours for the asking,
Write Today.

OCKLAWAHA NURSERIES INC.

"Pedigreed Citrus Trees"
Lake Jem, Florida

FOR SALE CHEAP—Eleven acres high, rooly citrus land; 4 acres cleared with small house, and large nice bearing orange trees full of fruit. Nicely located near Altamonte Springs, Fla. For particulars write H. A. Lunquire, 41 N. W. 29th St., Miami, Fla.

POLK LAKE NURSERIES

Offer to the grower young trees of standard variety, backed by 30 years of nursery experience and a guarantee which only honest dealing can justify. For full information address A. H. Sloan, Box 413, Bartow, Fla.
WANT TO SELL HALF INTEREST IN FIFTEEN ACRE SATSUMA BEARING GROVE ON HIGHWAY NEAR PANAMA CITY. ROBT. LAMBERT, OWNER. FOUNTAIN, FLA.

For Sale—Pineapple land in winterless Florida. \$15 an acre. Almost Ake. Venus Fla.

QUALITY FRUIT comes from Cleopatra mandarin stocks; ask the introducers for prices of all Citrus trees, on this and on other stocks. (42nd year in Citrus nursery,

November, 1925

and first growers of Rough Lemon stock)
ROYAL PALM NURSERIES, ONECO, FLA.

MISCELLANEOUS

FOR SALE—Dairy and stable manure, car lots. Link & Bagley, Box 464, Tampa, Florida. 6t

WHITE WYANDOTT Cockerels, regal strain—the best in the country, direct from Martin pens. Utility and show birds \$5.00 each; also eggs for hatching \$5.00 per 15. W. A. King, Gen. Del., St. Petersburg, Florida.

REPOSSESSED player piano may be purchased for small unpaid balance by reliable parties on easy payments. We guarantee this player to be in excellent condition and a very unusual buy. Plenty of good rolls and bench included. M. L. Price Music Co., Tampa & Zack St., Tampa.

SOUTHDOWN SHEEP, White Rocks, Toulouse Geese, Guinea, Angora and Milk Goats, Circular free. Woodburn, Clifton, Va.

AGENTS—Quality Shoes, quick sellers. Big commissions, immediate returns! Repeat orders. Experience unnecessary. Write full particulars. Tanners Shoe, 2011 C St. Boston.

FOR SALE

Remington Portable Typewriter with standard keyboard. Has all advantages of larger machine. Ideal for farm and home use. \$60. cash or sold on easy terms. Remington Typewriter Co., 103 Parker St., Tampa, Florida.

FARM—GROVE—HOME

22 acres large bearing grove; modern two-story, 8 room house, completely furnished on third largest lake in state in thriving town; good roads, church, school; complete line farm implements and tools. P. F. Cloonan, Yalaha, Lake County, Florida.

HIGH BLOOD PRESSURE easily, inexpensively overcome, without drugs. Send address. Dr. J. B. Stokes, Mowhawk, Florida.

Laredo soy beans, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

FOR SALE: Rebuilt Band Instruments from \$5.00 up. Terms if desired. M. L. Price Music Co. State Distributors—C. G. Conn Band Instruments. Tampa.

Wanted AT ONCE few dozen fresh bitter-sour Marmalade Oranges. Price C. O. D. M. L. Manning, 15 West Chase St. Baltimore, Md.

WANTED to correspond with growers of the Red Guava. Business. M. L. Manning, Qt West Chase Street, Baltimore, Md.

MILLION Porto Rico Potato Plants, \$2.50-1000. W. W. WILLIAMS, QUITMAN, GA.

"A GOOD HAND LENS is necessary to produce good fruit. R. E. Lenfest, Winter Park carries a stock of the best and most practical for the convenience of growers. A good lens saves spraying money. Write for prices."

WANTED—Salesman 30-40 years old. Must be familiar with Florida Citrus insect control. Position involves field work. Box 1254 Citrus Industry.

FARMER AGENTS. Make \$25.00 weekly selling Comet Sprayers. Profitable winter employment. You take orders, we deliver and collect. Commissions weekly. Established 35 years. Particulars free. **RUSLER CO.,** Box C20 Johnstown, Ohio.

EARLY BEARING Papershell Pecan trees, budded or grafted and guaranteed. Great shortage this year. Write for catalog today. **Bass Pecan Company, Lumberton, Miss.**

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